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CHALLENGES AND OPPORTUNITIES FOR TOURISM
DEVELOPMENT IN HADIYA ZONE:

A Case Study of East Badawacho Woreda, Southern Ethiopia

By

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This is to certify that the thesis prepared by Asrat Desta Haliso, entitled: Challenges and Opportunities for Tourism Development in Hadiya Zone; the case of east Badawacho woreda and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism and Development complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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ABSTRACT

This thesis was conducted with the objective of identifying tourism challenges and opportunities for tourism development in Hadiya Zone, east Badawacho Woreda. For achieving the objective of the study, both primary and secondary data were generated by employing qualitative and quantitative methods. Purposive and stratified simple random sampling techniques were used to select 4 tourism sites and 100 sample households respectively. The quantitative data was analyzed using frequency, percentage and mean when appropriate while qualitative data was used to triangulate and authenticate the study. The tourism potential of the study area which has a power to develop tourism industry was studied. On the other hand, the study also identified several factors, which suggest the need for improvement and strong effort. Such as, lack of safety to visitors, shortage of infrastructural development, lack of community awareness toward tourism, shortage of ensuring tourism products, lack of promotion and marketing, lack of collaboration among stakeholders, limited role of government, limited roles of NGOs, shortage of training institutions, lack of contribution from host community, were identified as challenges for tourism development in the study area. On the other hand several opportunities like strategic location of the sites, tourism potential, tourism policy and hospitality of host community were identified as success factors for tourism development in the study area. Results and recommendations of the study explore ways to improve and enhance the capacity of local government and other stakeholders to develop tourism industry in the study area.

Key words; *challenges, development, Hadiya Zone, opportunities, tourism, tourism potential, Southern Ethiopia*

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LIST OF ACRONYMS

CHC	Children Hope Chest
EBWAO	East Badawacho Woreda Administrative Office
ETC	Ethiopian Tourism Commission
FZS	Frankfurt Zoological Society
GDP	Growth Domestic Product
HHs	House Holds
IDP	Integrated Development Program
ILO	International Labour Organization
LDA	Look Development Association
MOE	Ministry of Education
NGO	None Governmental Organization
PSHE	Personal, Social and Humanities Education
SNNPRS	Southern Nation, Nationalities, People Regional State
SPSS	Statistical Package for Social Sciences
TBE	Tourism Business Enterprises
UNESCO	United Nation Education Sciences and Culture Organization
UNWTO	United Nation World Tourism Organization
URRAP	Universal Rural Road Access program
URRP	Urban Rural Road project
USD	United State Dollar
WARDO	Woreda Agriculture and Rural Development Office
WEO	Woreda Education Office
WEP	World Environmental Program
WHO	Woreda Health Office
WoCTGCA	Woreda Culture Tourism and Government Communication Affairs
WoFED	Woreda Finance and Economic development
WTO	World Tourism Organization
WTTC	World Travel and Tourism Organization

GLOSSARY OF LOCAL TERMS

Kebele: - Government's Smallest Administrative Unit

Woreda: - District Level of Administrative Unit above Kebele

Zone: -Administrative Unit between Region and Woreda Comprising certain Number of

Woreda

CHAPTER ONE

INTRODUCTION

1.1 Back Ground of the Study

According to Chris (1990) tourism is one of the best ever rising industries that provide services and facilities for visitors who came from outside to the destination area for a period of more than 24 hours and less than one year and also it is strategically important industry that is directly and indirectly linked to the long term prosperity of a country. In addition to this definition tourism is an activity of human beings traveling and staying in certain area outside their permanent residence and environment for recreation, business, trade and other purposes. At the present day tourism is increasingly becoming an important economic sector in many developing countries in the world (Tutorials Point, 2016).

Several scholars have attempted to define the term tourism but they have not yet been able to come up with an all-inclusive definition. However, all of them agree that tourism is a service industry that takes care of visitors when they are away from their home in paid accommodations for purposes of business, pleasure, leisure and similar activity.

The tourism industry is the industries which grow constantly from time to time in the world its growth have no ends. International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million. Some 50 million more tourists (overnight visitors) travelled to international destinations around the world last year as compared to 2014. 2015 marks the 6th consecutive year of above-average growth, with international arrivals increasing by 4% or more every year since the post-crisis year of 2010 (UNWTO, 2016).

According to Taleb (2016) “International tourism reached new heights in 2015. The robust performance of the sector is contributing to economic growth and job creation in many parts of the world. It is thus critical for countries to promote policies that foster the continued growth of tourism, including travel facilitation, human resources development and sustainability”.

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When we see the Africa's share from the point of tourist arrival in 2014 it is 77 million tourists it is difficult to compete with the various continents of the world like Europe which account for 717 million, East Asia also accounted for 397 million and the Americas are also much higher than Africa they accounted for 282 million. However, Africa can only compete with the Middle East and South Asia scuffling for the fourth position in arrival of tourists and earning from the industry in the world (UNWTO, 2015).

According to Yabibal (2010) Ethiopia has enormous tourism attractions such as natural, cultural and historical. When it compares the developing level of the sector with other parts of the world even with African country it exists in a lowest level of development which is because of various reasons such the effect of civil wars, famine and nationalization of private companies on the performance of the Ethiopian tourism sector.

In addition to that the tourism industry in Ethiopia could be legitimately described as one that is still in its infancy there are a lot of reasons which may be raised. According to Abdibeshir and Engdawork (2015) the tourism industry in Ethiopia has three different stages of development and during the three regimes also it passed through different ups and down. There are also other problems that the sector faces, such as the incorporation and disconnection with different other sectors. While the country has a tremendous cultural and natural tourism potential within the different parts of its regions, the study area as one part of the country has also a tourist potential.

According to Ehtaferahu and Elias (2015) East Badawacho Woreda is known by its natural and cultural tourism potential such as three lakes (Budamedda, Tilo and Mechefera) water fall (Finchaw water fall), spring water (Adabe) and natural cave(shalo bolo). However, not only this there are also, traditional stone, historical churches and mosque and other living cultural elements that make the woreda unique and rich with its tourism potential (EBWCTO , 2015). However it is not yet fully able to be achieved to satisfy the need of both international and domestic tourists at large. This study were investigated the tourism development opportunities and associated challenges that hinder the effective use of available potentials to enhance tourism industry by taking Hadiya Zone and specifically East Badawacho woreda as a case study.

1.2 Statement of the Problem

The development of tourism in Ethiopia is strongly related with the traveling of people, this is because of Ethiopia is the origin of mankind. In other words development of tourism in Ethiopia has strong connection with the surplus product or tourism potential which is the primary factors that lined the way for the ancient people to engage in tourism like activities (Ayalew, 2009).

Ethiopia is one of the gifted countries in the world with tremendous tourism potentials as it stand at the top position in Africa with nine world heritages sites and three intangible heritages registered in UNESCO as world heritage. Regarding tourism potentials the country is able to compete with other countries of the world, while from the point of using this potential for the benefit of the community as well as the country is not well development (MoCT, 2016).

The SNNPR has a strong tourism potential significantly contributing for the development of the tourism sector in the country. It is unique in taking up the highest diversity of nations, nationalities, and peoples. Each of them has its own living expressions (Girma, 2013).

According to Tekabe (2016) the tourism industry in Ethiopia has a number of challenges and opportunities. He distinguished that lack of promotion, lack of physical infrastructure, misperceptions the images of Ethiopia and shortage of trained human power as major challenges of tourism industry in Ethiopia. On other side Addis Ababa is a diplomatic capital city of Africa, Ethiopian Airlines the almost leading airline in Africa, Ethiopia is now building manmade dam, lastly Ethiopia is one the leading African countries that registered heritage by UNESCO as the opportunities of tourism development in Ethiopia. However didn't see the challenges related to tourism product development, tourist safety and security, institutional arrangement, health care for tourists and marketing. And also didn't see other opportunities such as tourism potentials of the country which are not registered by UNESCO because Ethiopia is gifted with tremendous tourism potentials, role of NGOs and government, strategic location of the sites and hospitality of host community.

According to Wondmu (2014) Hadiya Zone is gifted with tourism potentials including Batena Cave, Fonqoalida cave, Boyo, Budamedda, Mechefera, Tilo lakes, Finchaw water fall, Adabe spring water, stele site, Hossana Market day etc. Wondmu gave emphasis on his study on the assessment of tourism potentials of Hadiya zone and he assessed different tourism potentials at a zonal level.

However, nothing has been said why the tourism industry is not developed in Hadiya zone. Having tourism potentials by itself doesn't mean that tourism industry is developed because the tourism industry has different elements or components such as infrastructure, accommodation, tourism service and facility, safety and security of tourist and skilled man power. In other words this study fails to see the challenges that the sector faced to be developed in the future and other opportunities that are realized.

Researchers (Temesgen, 2012 and Temesgen, 2013) have done studies on the development of tourism in different parts of Hadiya zone (West Badawacho woreda and Duna woreda respectively); on their studies they focused only on the assessment of tourism potentials.

However, didn't see the challenges for developing tourism which are related to tourism infrastructure, institutional arrangement, service and facility, safety and security, marketing and promotion, awareness and financial inability and cooperation among stakeholders and opportunities for tourism development in the study area which is related to the role of government and NGOs, host community, training institution, tourism policy and TBE. In other words in depth studying on the challenges and opportunities for tourism development in the study area remain unstudied.

Thus in attempt to bridge these gaps, the study focuses on challenges and opportunities for tourism development by taking east Badawacho woreda as a case study. Also it is a timely research topic for the study area because as far as my knowledge is concerned no research had been done before on this topic in east Badawacho woreda.

1.3 Research Question

The basic research questions that attempt to answer and used as guideline for this research are;

1. What are the potential opportunities for tourism development in East Badawacho woreda?
2. What are the challenges that hinder the development of tourism in the study area?

1.4 Objective of the Study

1.4.1 General Objective

The general objective of the study is identifying the challenges and opportunities for tourism development in Hadiya Zone East Badawacho woreda.

1.4.2 Specific Objectives

- ✚ To explore knowledge, attitude and interest of local community toward tourism Development
- ✚ To identify the challenges for tourism development in the study area.
- ✚ To identify the opportunities for tourism development in the study area.
- ✚ To explore the tourism potentials in the East Badawacho woreda.

1.5 Significance of the Study

As tourism is developing in Ethiopia and Hadiya Zone East Badawacho Woreda, tourism related research is expected both in magnitude and scope as a critical supporting function for the tourism industry. A critical evaluation of the current research literature in this field will be helpful to identify both the advancement and some gaps in this field, thus help to establish a more efficient and effective tourism research. The central purpose of the study is identifying the challenges and opportunities for tourism development in the east Badawacho woreda.

The findings of the study is vital for local community and for other stakeholders and for the protection, promotion and developing of tourism potentials in the study area.

In particular, the study has the following significances; Tourism and environmental Policy makers, conservation area managers, local government bodies and other stakeholders will be aware of the challenges and opportunities for tourism development.

It motivates host community, government, touristic business enterprises and other tourism stakeholders to participate in management, decision making and tourism planning and development. Also inspires further studies in the area and used as a stepping-stone in different dimension and to extend further investigations in the future.

1.6 Scope of the Study

The researcher gathers information from preliminary discussion with tourism officials of the Woreda, tourism business entrepreneurs, host community and the tourism council of the study area. This makes the area was unique and this uniqueness attracted the attention of researcher to researching about the area. Furthermore, the researcher sees it fits to choose this area because the area is full of tourism potentials and also the research primarily was focused on the potentials of tourism found in different parts of East BadawachoWoreda.

Based on this the study focused on four kebels of East BadawachoWoreda and it had been limited on four sites selected purposely. The study was further delimited to East Badawacho woreda challenges and opportunities for tourism development.

Having resources by itself did not mean that tourism industry is developed. So, this research also emphasized the major challenges and opportunities for tourism development in the study area and the area found in the Hadiya Zone of Southern Nation Nationalities Regional State of Ethiopia.

1.7 Limitations

Although this research was carefully prepared, I am still aware of its limitations and shortcomings. First of all, the research was conducted in the four selected kebel which have lasted for two month. Two month is not enough for the researcher to collect all of tourism development challenges and opportunities. It would be better if it was done in a longer time. Second, the sample population in the study is small, only one hundred households were sampled and this might not represent the majority of the population of the intermediate level. Third, since the questionnaire designed to identify the challenges and opportunities for tourism development; it seems not to provide enough evidence of tourism development' actual challenges and opportunities.

In addition, since the observation was conducted by the author himself, it is unavoidable that in this study, certain degree of subjectivity can be found. In fact, it would have been sort of objective if it had been decided by two or three examiners.

1.8 Organization of the Paper

The study includes five chapters; in the first chapter the research topic was introduced, followed by discussing the statement of the problem, as well as presenting the research objectives, significance, the scope and limitation of the research. The second chapter contains the literature review, where previous research, findings and concepts regarding to challenges and opportunities for tourism development are described. The third chapter is all about the study area description and research methodologies; where as in the fourth chapter the collected data are analyzed and interpreted, and lastly but not least, in the fifth chapter the conclusion and recommendation of the paper are presented.

CHAPTER TWO

REVIEW OF LITERATURE

This chapter provides different reviews of literature in relation to the area. So the literatures studied by different other scholars considered to be necessary for the study are included.

2.1 Concept and Definition of Tourism

The term tourism is still controversial which means that there is no universally accepted definition of tourism and different scholars define it in various ways.

According to the definition of Nabil (2003: 11) “Tourism is the activities of persons traveling to and staying in places outside their usual permanent places of residence for not more than one consecutive year for leisure, business and other purposes”. Based on this broad definition tourism industry includes all socio-economic activities that are directly or indirectly providing service to visitors or tourists who come to visit some destinations, in other words tourism industry has a lot of significances for the socio-economic improvement of host community as well as region and country. However, it is neglected or not included the service and facilities that tourists are used during their journey.

Hunziker and Krampf (1942: 19) define “Tourism is the totality of the relationship and phenomena arising from the travel and stay of strangers provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity.” This definition focuses on traveling and staying time of the strangers or visitors on the destinations, however, it doesn’t explain in detail about the touristic activities during their traveling and staying time and also it doesn’t discuss anything about the tourist service giving and facilities providing entrepreneurs.

“Travelling to relatively undisturbed or uncontaminated natural areas with the specific objective of studying, admiring, and enjoying the scenery and its wild plants and animals, as well as any existing cultural manifestations (both past and present) found in these areas” (Blamey, 2001: 27).

Also this definition described that people travel to some specific place for some specific purposes like for admiring and studying the existing tourist products in that place. However, it denies other kinds of traveling like for the purpose of meeting, business and the like. Due to this case it will not be used as an operational definition of this study because it is not all inclusive form of definition.

According to the definition of Holloway (1994: 17) “tourism is commonly referred to as the activity of visiting places for pleasure it also involves the travel undertaken for the purpose of trade or business also it excludes traveling of people for admiring, studying natural and cultural environment or tourist potential in some destination.”In addition to the above mentioned definitions also this definition is not all inclusive because it excludes some types of tourism including such kind of tourism activity is important for developing the tourism industry.

2.2 Operational Definition

Mathieon and Wall (1982: 39) created a good working definition of tourism as "the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations, and the facilities created to cater to their needs." This definition explain that tourism is not only the movement of people from one place to other places, it also include service and facilities which are undertaken during their traveling and stay time in that destination, which is one of the appropriate definition with my study because tourism means not only the movement of people from one place to other places it also include various elements of service and facilities provided by touristic business providers. In other words tourism industry has large amount employment and income opportunities.

United Nations World Tourism Organization (2015: 12) has defined tourism as “It comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited”.

It's all inclusive definition of tourism which include the movement of people from one place to other places, the activities that undertaken during their staying time and also it include the facilities.

In addition to this it's strongly related with my study and also it is a crucial definition for the study area because it can be used to develop tourism industry in all dimensions by avoiding any kind of negative factors which hinder the future development of the industry. According to this definition tourism is not a combination of single element but it includes various Elements. From the above definitions one can understand that tourism is a collection of activities, services and industries that deliver a travel experience, including transportation, accommodations, catering and drinking establishments, retail shops, entertainment businesses activity, facilities and other hospitality services provided for individuals or groups traveling away from home to the destinations.

Tourist council; - a member of different committee which is responsible for the development of tourism in east Badawacho woreda.

Tourism potential; - the cultural (tangible and intangible potential), natural and historical tourism attractions of east Badawacho woreda that have a power to attract visitors.

Challenges; - a number of factors or barriers that hinder or limit the development of tourism industry in the study area.

Opportunities; - the existing various favorable conditions used to developing tourism industry in the study area

2.3 Development of Tourism in the World

According to Barkar and Meddlike (1994) tourism industry is not a new idea of development it goes back to human history from the time of hunting and gathering to modern period. Within this period of time people are traveling from one place to other places. However, the purpose differs from time to time, for instance at early period people were traveling in searching of food, in medieval period they traveled for

exploration and discovering of new things and also in modern time people are traveling for different purposes like education, meeting, sport, leisure, business, religious purposes and so on.

According to Mac (1999) “the classical Rome also gave impetus to travelling and particular forms of holiday, due to the development of infrastructure such kind of movement of people are increased.” During that period the development of infrastructure has a significant role in the development history of tourism.

Also Ueligyr (2008) described that some form of tourism such as recreational and educational travel are already existed in the classical world and in ancient Egypt. Then there is evidence of the movement of people for various reasons, had been started from a luxury lifestyle and the search for amusement, experience and relaxation.

The movement of ancient mediaeval business community was organized by its own forms and understandings of travel adapted to different groups such as merchants, students, soldiers, pilgrims, journeymen, beggars and robbers.

From time to time the tourism industry was growing through different regime with various ups and downs. Now a days the original goal was to broaden one's education, mark the end of childhood and acquire and hone social graces; however, over time, leisure and pleasure became increasingly important. On the one hand, this created the differentiated paradigm of travel as an art.

2.4 Tourism in Africa

In a similar way the development of tourism in Africa is related with traveling of people from one place to another for different reasons. The region is gifted with various tourism potentials. However, its share with the world still exists in low level. According to WTO (2002) prediction tourism produced 7.5 percent of total employment in sub-Saharan Africa in the next decade. This indicates that tourism industry has a great significance in improving the living standard of African people. World Tourism Organization added that Africa is recognized by its huge potentials for tourism development; especially in rural areas in other words Africa is rich with its' tremendous tourism potentials in all parts of the continent'.

World Tourism Organization argues that even though there is an existing potential for developing tourism in Africa, there are no adequate facilities, services, infrastructures, educated man power, appropriate tourism development policy in many places, which hampers the full use or exploiting the potential of tourism.

WTO (1999) argues that, the major factors influencing the development of international tourism globally will apply in Africa that will particularly benefit from the increasing interest of international travel and other forms of special interest in the natural and cultural tourism. Moreover, WTO (2002) proved that there exists an opportunity for Africa to have a fairer distribution of tourist flows across the world, with the purpose of contributing the alleviation of poverty in the continent. Now a days in many parts of Africa there are different developmental works done for improving tourism industry for the well being of their. As mentioned above tourism industry has a lot of contributions for alleviating poverty from the host community at large.

According to UN-WTO (2014) to promoting the competitiveness and sustainability of tourism development in Africa, the actions that are done by UNWTO are mainly focused on different areas development such as: - Promoting tourism as a tool for development, connectivity which means making all stakeholders together to work in the field of tourism industry, sustainability and risk management. These are the main areas of focus by this organization for the improvement of tourism in Africa.

2.5 Tourism in Ethiopia

Scholars argue that Ethiopian tourism development like in other parts of the world is related to traveling of people from one place to another for various reasons. According to Ayalew (2009) in previous times Ethiopian people had strong socio-economic, commercial, and political relations with ancient kingdoms of different countries. As the result of this relation people were traveling from one part of Ethiopia to other part for exporting different commodities from these areas by using port of Adulis, for instance there were a lot of products, like minerals, animals, products of animal origins and woods, in short merchant play a great role in the development of tourism in Ethiopia.

Tourism development passed in four phases of development in Ethiopia; the first phase from 1896-1941 the battle of Adowa and Italian invasion period and during at this time people were traveling for military purposes. This also contributed a lot for evolution of tourism. The second phase was from 1941-1960; this period was more stabled period and tourism started to develop in individual level. The third phase was from 1960-1991 and during this period tourism started to be institutionalized; this means the government established tourism organization and the last but not the least phase was from 1991-2008. This is called the period of revival and boom of tourism industry in Ethiopia (Ayalew, 2009).

According to ETC (2002) Ethiopia has a tremendous tourism potential as a tourism destination with rich set of historic and natural sites that make it unique from other part of its neighboring countries.

Mulugeta (2010) assured this fact that UNESCO recognizes seven world heritage sites in Ethiopia (Axum's obelisks, the monolithic churches of Lalibela, the Castel of Gondar, the Valley of Hadar where the skeleton of Lucy was discovered, Tia's carved standing stones, and the Semen Mountains). However the number of world heritage in Ethiopia at the present day increased from seven to twelve (Konso cultural landscape, Meskel holiday celebration, Fiche Chambalala, newly added Oromo Gada system) which also added more values to the country. In addition to this Ethiopia has a number of cultural, natural, historical, archeological, paleontological tourism potentials in different regions of the country.

According to Mulugeta (2012), participatory tourism is the future of Ethiopia. However lack of exposure to tourism markets is a significant challenge in attempting to carve net market share in the region and optimize on the rents that can be obtained from these assets. Challenges which Ethiopian tourism industry faced are the concentration of tourism market only in few place while the other parts are neglected and less developed, so having of tourism potential by itself doesn't mean that tourism industry is developed, it needs market for future benefit of local community as well all stakeholders. Thus, one can understand the potential that tourism has in local economic development in Ethiopia.

2.6 Tourism in Southern Nation, Nationalities and Peoples Region

Southern Nation, Nationality and People Regional State is one of the federal regional states of Ethiopia endowed with remarkably rich cultural, historical and natural diversity, the presence of nations, nationalities and peoples (70% of the country) with an exceptional variety of ceremonies, festivals, celebrations, rituals, and other living expressions (Elias, 2015).

According to SNNPRS regional tourism Bureau (2013) the southern region has two of the world heritages sites of the country. However, at present day its number is increased included the newly added Konso cultural land scape. The region also has one intangible world heritage which was registered in UNESCO (Fiche Chambalala the new year celebration of Sidama people), the Great Rift Valley lakes, wildlife protracted areas, hot springs, waterfalls, the south west natural forest, Konso cultural village, Gedeo agro-forest practices, together with divers cultural resources set the region among the top priority attractions.

Also the region holds seven national parks namely Mago, Maze, chebera-churchura, Gibe-sheleko, Lake Abaya, Nech- Sar, and Omo national parks. There are also two wildlife re-serves, home for crocodiles controlled hunting areas and also different community conservation areas. The region is fortunate in possessing a number of colored by the nature water basins which is certainly one of the reasons for the rich biological diversity. Omo, Gojeb, Gibe, Bilate, Segen, Akobo and Woyto rivers and lakes like Abaya, Chamo, Hawassa, Chew Bahir and Rudolf are found in SNNPRS. The region has numerous natural springs as well as holly and mineral waters which are curative & attractive (Elias, 2014).

The Forty-Springs “Arba- Minch” Gamo-Gofa, Wondo-Genet &Gidabo Hot-Springs Sidama, Arto Hot-Springs, Halaba, Dadiben Hot-Springs, Kaffa Loqe and Jatu Hot-Springs Gurage, Wejemta and Get Colored Usinka Hot-Springs Benchi-Maji Zone Adabe hot springs in Hadiya zone. Historical and man-made attractions, a number of ancient monasteries cultural and ethnic attractions and churches are known in the region.

According to Girma (2013) the nations and nationalities have their own languages and cultures. The ethnic diversity is high in South-Omo Administrative Zone, where there are 16 nationalities. The peoples have diverse & unspoiled culture in their life style, body decoration, dressing, wearing jewelries and way of life.

Each of the nationalities of the region has its own, wedding, burial, religious and other cultural ceremonies. Some of nationalities are known of their special cotton cloths weaving and dressing, in addition to that making bracelets, necklaces, earrings and bead. Nevertheless, Hadiya Zone East Badawacho woreda is considered as the most outstanding tourism potential of the region.

2.7 Tourism Potential

Robert and joy (1996) explain the tourism attraction as a physical or cultural feature of a particular place that individual travelers recognize as capable of meeting one or more of their specific leisure-related needs. Such features may be ambient in nature (climate, culture, vegetation or scenery). From this explanation one can understand that tourism attraction or potentials are natural or manmade feature which is provided by tourist business providers to meet the need of tourist in a destination. Visitor attractions or tourism potentials are natural or cultural locations or features, objects, or man-made constructions that have a special appeal to tourists and local residents. In many destinations, specific attractions are performing a motivating role, and are major pull factors for tourists in their destination choice.

The tourism potentials are certainly the most important parts in the tourism system. They are the main initiatives for tourist to tour and are the core of the tourism product. Without attractions there would be no need for other tourism services. Indeed tourism as such would not exist if it were not for attractions (Swarbrook, 2002).

According to Jennifer, David and Solimar (2011) attraction is any object, person, place, or concept that enforce people from their permanent residence to the destination, it may be through geographically or other electronic means so that they might have an experience.

Attraction is an outstanding example of a resource which includes all the elements in a particular destination. Without the tourism potential it's impossible to develop tourism industry at any destination in the world, this means attractions are crucial for tourism.

Also Leiper (1990) has developed a theory of tourist attractions, where he suggests that attractions can be regarded as systemic constructs and marker. Tourist attraction systems are subsystems within the whole tourism system.

The three elements of the attraction system are: the tourists which mean that the travelers, the marker means also information that are provided to the tourist and the nucleus final, this means visited site which visited by tourists, they are connected and form the system.

According to Kyle and Chick (2002) discussion, the tourism potentials are thinking of the significance of some tourism activity or a product and the satisfaction which come from sharing or use. Also it is related to the pleasure of tourists from consuming tourist products at a certain destination it may be various from visitor to visitor and or destination to destination. In addition to this in its various ways the tourism attraction includes lots of different things for the visitors to see and do, but also services and facilities (Lew, 1987).

“Tourism attractions are the positive or favorable attributes of an area for a given activity or set of activities as desired by a given customer or market, including climate, scenery, activities, culture. Also the favorable environment prepared to meet the need of a visitor in a destination and it differs that destination from other similar destinations” (Charles, Metelka and Delmar, 1990).

Scholars who study in this field they agree that tourism attractions or potentials are the most significant things for tourism development in any destination unless it's impossible for developing the industry. The study area is rich with tremendous tourism attractions for example cultural, natural, historical and ethnographic as the well-known types of tourism attraction in the area that has a potential to satisfy tourists who come to visit the sites.

2.8 Significance of Tourism Development

Tourism is an industry with giant significance. It is also an industry that has much economic, social and cultural benefit to the community. Tourism like other industries often used as a national or regional development tool. In general, tourism development within a host community often has impact on the community both in positive and negative ways.

2.8.1 Economic Significance

According to Chris (1999) the well paned and developed tourism industry can bring a lot of opportunities for the improvement of facilities which include open-air recreation, park and roads and also other-economic benefits to the host community.

Tourism also has other significances such as it supports the economic growth of the country, it can verify jobs, balanced development of a less developed destination and it can increase the revenue to the state and also it can help the sustainable human development. In other word the planed tourism can create employment opportunities, earn foreign exchange, produce return on investment for emerging economy, fetch technology and improve standard of living. Tourism can also help to generate jobs and increase revenue to local people and shopping facilities. When tourism industry is developed in my study area it can bring all the above mentioned opportunities for the host community at large as well as for the country.

Stynes (1997) and Jago (2012) described that the travel and tourism sector has the ability to provide a variety of economic significances and the most important of them are; increase in domestic income and foreign currency earnings, Economic multiplier effect, increase in employment and improved infrastructure. According to the authors tourism has a power to change the economy of a nation in general as well as the host community at large. The researcher also uses tourism as a tool for the development of host community livelihood. The World Travel and Tourism Council it predication the global tourism generated about 10% of world GDP in 1994 and also accounted for over 10% of all tourists spending, fashioned more than 12 million new jobs and provided more than \$650 billion in tax revenues to state (WTTC, 1995).

“Tourism can also benefit economies at regional and local levels, as money comes into urban and rural areas which in turn stimulates new business enterprises and promotes a more positive image in an area”(Chris, 1993). From this one can understand that tourism has a great significance in improving the living quality of a host community as the country in general.

2.8.2 Environmental Significance

Tourism has a positive attributes in a direct indirect way to the protection of susceptible areas and environments. Different incomes that collected from tourism industry or tourism business may be used to manage, protect and conserve certain destination in a given country. In other words such income or money can be used for general conservation activities. From the point protection of environment developing tourism industry can contribute a lot for the sustainability of the natural environment (WTO, 1998).

Bari (2003) described that tourism has the potential to upgrade the public pleasure of the environment and it is used to increase awareness of environmental problems when it attach people with nature and the environment.

Also he strongly emphasized that tourism is the engine for the protection of natural environment because it attaches the host community with the environment by creating awareness about environmental protection, restoration of biological diversity, sustainable use of natural resources and conservation.

2.8.3 Socio- Cultural Significance

According to Godfrey’s and Clarke’s (2000) argument the tourism industry can change the quality of life in various ways for example; by rising personal income, improving the living standards of the community, supporting the diversity of accommodations, influencing the variety of goods and services for trade in local shops and so on.

According to Shaw and Williams (2004) the well managed tourism development has a significant role in improvement of the living standard of the host community at large and the country in general. This mean if tourism development is not well planned or managed it has a great negative consequence on environment, host community and so on.

Foster (1985) argued that tourism industry leads to an improvement of the living standard of the host community in different ways; -change income of host community, improve the standard of living and the quality of life for the locals. Tourism development has a power to verify directly or indirectly income of the society in various ways as well as it can change the living standard of host community by creating different opportunities.

Inskeep (1991) described that tourism also contributes to the development of infrastructure and superstructure with the construction of new roads, airports, hospitals, restaurants and attractions to enable large number of citizens to benefit from tourism sector and finally it encourages cultural exchange between tourists.

2.9 Opportunities for Tourism Development

There are various elements of tourism development, they can positively influence tourism development in different ways in other words they are favorable conditions for developing tourism industry. Some of these favorable conditions;

2.9.1 Availability of Tourism Potential

“Tourism potentials are the main motivators for tourist trips and are the core of the tourism product. Without attractions there would be no need for other tourism services. Indeed tourism as such would not exist if it were not for attractions” (Swarbrook, 2002).

From this one can recognize that the tourism potential has a power to pull or attract visitors to a certain destination. Without potential it is difficult to develop tourism industry because it's a central issues' or nucleus of tourism industry. In the cause of Ethiopia in general East Badawacho woreda in particular the existence of this potential can create a suitable condition for developing tourism industry.

According to Lew's (1987) explanation tourism attraction includes lots of different things for the visitors to see and do, as well as services and facilities. Such different things are natural and man-made tourist attractions which are developed to satisfy the need of visitors in a certain destination and the service and facilities provided by tourism business entrepreneurs. The tourism industry includes different elements to satisfy tourist for instance it may includes service such as; accommodation, guiding and so on the other important things being facilities.

2.9.2 Tourism Business Entrepreneurs

According to Rogerson (2004) the local investors have a significant role in the development of tourism industry when they are participating in small and medium sized tourism and travel enterprises like catering, manufacturing and sales of souvenirs, lodging, sales of agricultural products and tour guide enterprises. In the case of Ethiopia the involvement of these stakeholders in tourism development are low although their role is very important. In the study area there are some tourism business entrepreneurs. However, they are few in number despite their playing of a great role in the development of tourism industry.

Tourism industry refers broadly to collections of business firms, organizations and other resources which foster or support activities of tourists, in particular by providing services (Swarbrook, 1999). The private sector has great values in the development of tourism by providing different services for tourists. The private enterprises also support the development of tourism industry at larger because they have a long time relationship with the industry and due to this case they are vital for this industry.

According to Heidi and Karin (2000) the role of individual entrepreneurs' is the most significant thing in tourism industry because it is involved in various levels in the sector by providing service and facility for the visitors at a destination. According to the law and regulation of the country especially the tourism development policy of a certain country private sector involvement is vital.

2.9. 3 Role of Government

According to Karin (2004) government has a critical role in the formulating of policies for tourism development in any country in the world. Also Governments with their policies, programs and directives can easily encourage or obstruct tourism development in various ways.

In the case of Ethiopia the Federal Democratic Republic of Ethiopian Ministry of Culture and Tourism is responsible for the formulation of national tourism policy and strategies for the development of tourism industry in the country.

In recent time that means in 2009 the Ministry of Culture and Tourism formulated tourism policy which is one of the significant opportunities for developing tourism industry in Ethiopia.

On the other side the regional state bureaus, zonal and woreda level offices also have a great role on the implementation of the policy and programs which is formulated by higher level of the government. So the existence of tourism development policy and plan in Ethiopia has a great value for developing tourism in Ethiopia.

The government body is important for the formulation and implementation of tourism policy and plan at various levels for developing tourism industry.

2.9.4 Role of Non Governmental Organization

According to Monzoor (2015) NGOs play a very important role in tourism industry. In general there are mainly three kinds of roles played by nongovernmental organization in tourism. Such as actually involved in criticizing the policies of government or authority due to its loop holes or negative impacts, work at the tourism spot and assess the problems which will be born out of the development at the tourism spot. NGOs can play a great role in the development of tourism industry by providing different supports to the destinations like funding, giving training for the experts at all levels and so on.

According to Gebeyhu (2011) there are a number of national and international NGOs in Ethiopia working directly or indirectly in tourism sector. Such as GTZ/SUN working in Bale Mountains National Park and Wenchi Crater Lake, Frankfurt Zoological Society (FZS) working in Oromia and Amhara regions on conserving natural resources of tourism, Netherland Development Organization (SNV) working in Amhara and southern people nations and national regional states on pro – poor tourism, Integrated Development Program of Australia (IDP) working in Simien Mountains National Park for conservation of natural resources and tourism development and Ethiopian Sustainable Tourism Alliance (ESTA) working on sustainable tourism on the Rift Valley. In addition to this in the study area are also found other local NGOs which are indirectly involved in tourism development such as Catholic and Compassion international. .

2.9.5 The Role of Host Community

According to Godfrey and Clarke (2000), communities form a basic element in modern tourism as they are the focal point for the supply of accommodation, catering, information, transport facilities and services. Their local natural environment, buildings and institutions, their people, culture and history, all form core elements of what the tourists come to see; whether as towns, villages or cities, every community has tourism at one level or the other and are affected by the growth and development of the industry.

Tosun (2006) explains that the presentation of interests of the local communities in the tourism development agenda is a complex issue that needs to be addressed carefully. There is unclear description of local communities' roles and how their views are incorporated in the whole planning and development process. In the study area the host community with their indigenous culture, social institution can play a great role for developing tourism industry.

2.9.6 Training Institution

According to Ayalew (2009) tourism training institutions have a great contribution in filling the gap of lack on trained man power in tourism industry. In the case of Ethiopia at the present day there are some private and government tourism training institutions. They are generating a skilled man power in the field.

However, the number of training institution in Ethiopia is very limited when it compeer with the demand of the industry, so the privet, government and other stakeholders are expected to work in the production of skilled man power all over the country.

2.9.7 Tourism Policy

As described by Yimer (2016) setting of the appropriate tourism policy is vital for developing tourism industry and increasing tourism activities or generating employment opportunities for the local population to verify their income and improve their living standard.

According to Ahmed and Krohn (cited in Chris 2011), formulating of tourism policy is significant for developing the tourism sector because it has a realistic and theoretical importance; for instance government collaborations at international level are needed because they facilitate the smooth relationship among a member country, this also create a favorable condition for the development of tourism industry. “It is only governments which have the power to provide the political stability, security and the legal and financial framework which tourism requires. They provide essential services and basic infrastructure. It is only national governments which can negotiate and make agreements with other governments on issues such as immigration procedures or flying over and landing on national territory” Elliott (cited in Chris, 2011).

Ethiopia is endowed with enormous manmade and natural tourism attraction and developing a uniform tourism development policy in the country is crucial for utilizing the tourism potential.

By considering the socio-cultural, economic, environmental and political significances of tourism industry the current government of Ethiopia launched the tourism development policy in 2009. The main focusing area of this policy include the following: - guiding the sector in a broad based development framework, developing the existing and new tourism attractions and products, expanding the infrastructure and tourist services that are vital for the growth of the sector, ensuring that the country benefits from the sector by being sufficiently competitive in the international tourism market, and solving the serious limitations in capacity which are apparent in the industry (MoCT, 2009).

The tourism policy of Ethiopia is significant for the purpose of this study because it guide and shows the way for identification of tourism development challenges and opportunities in the study area. This policy has different mechanisms to develop tourism industry in the country. So for the purpose of this research these policies are used to identify the factors that limit the development of tourism and the opportunity that realize in the study area.

2.10 Challenges for Tourism Development

According to WTO and WEP (2005) discussion, the challenges that hinder the future development of tourism industry and its sector in developing country vary. Each country has its own touristic features, level of development and national development priorities and policies. Also they stated out some common challenges of tourism development such as lack of knowledge and awareness, lack of technical know-how and weak promotion, lack marketing and lack of infrastructure as the main factors.

2.10.1 Infrastructural Challenges

According to Lamport (2011) the infrastructural base of a country has a power to challenge the development of tourism in a country's infrastructure as forms of an integral part of a tourism package. There are different types of tourism infrastructure; for instance road infrastructure, communication infrastructure which allows quick and cheap communication between the origin and destination country, other infrastructure such as waste water and energy among others are also believed to result in more reliable services and thus enhance the attractiveness of the destination. In other words the infrastructure is the crucial part of tourism development because it has a potential challenges for developing the industry in a destination. In the case of Ethiopia in general the study area in particular infrastructural development is a problem and it also challenges the development of tourism industry.

According to Gaworecki (2003) argument, the tourism infrastructure is a component of regional touristic product; it also contains the basic devices, buildings and service institutions.

Their existence is significant to the proper working of the economy and the society, which is classified into various types such as; technical(including basic devices used in transport, communication, gas, heat, power and road industry, etc.), social,(including devices and institutions connected with education, culture, science, health, physical culture and tourism, public administration etc).

According to Alexander's (2007) discussion, the tourism infrastructure of a region in general includes four elements at the destination or near to the site that has a power to

tourists' staying and using attractions. Such as: accommodation facilities (hotels, lodges, apartments, hostels, camping's) gastronomy facilities (restaurants, bars, cafes) transport at the destination, service in the range of active leisure - ski resorts, sailing schools, golf clubs; retail network; other services (information, equipment rental companies).

The classification of tourism infrastructure based on various results such as; managers, financing of infrastructure creation and the rules of exploitation. In general the classifications of tourism infrastructure are; - Commercial (hotels, gastronomy, tourist arrivals servicing), Public (road, communal, trails) and Mixed (public-commercial) such as information and accompanying. In other words these infrastructures are the major determinants of tourism development in any country of the world which means their existence can play a great role.

2.10.2 Safety and Security Related to Visitors

According to WTO's (1996) discussion, the issues of safety and security in tourism industry have always been very important conditions. However, it is an unquestionable fact that safety and security issues gained a much bigger importance in tourism industry. Also security and safety in tourism development have become a complex multidimensional notion with a wide range of components belonging to them such as: political security, public safety, health and sanitation, personal data safety, legal protection of tourists, consumer protection, safety in communication, disaster protection, environmental security, getting authentic information, quality assurance of services etc.

They are also one of the determinants of tourism development in any destination in the world. The issues of safety and security should need a great concentration from all stakeholders of tourism industry. In the case of Ethiopia in general and study area in particular the issue of safety and security is not a minor challenge of tourism development because there are some problems are related to lack of quality assurance disaster protection, environmental protection and the like even though relatively our country is secured.

2.10.3 Institutional Arrangement

According to Leslie's (2003) explanation, the effective institutional framework is considered to be one of the principal determinants of successful tourism development. This is because of the institutions play a major role in the implementation and coordination of tourism plan, policy and strategies and they are important determinant factors in promoting the industry. Premises, that structure and operational guidelines of tourism institutions affect the development of tourism policy and procedure. In the case of Ethiopia the institutional arrangement is one of the major determinants of tourism sectors this is because of weak institutional arrangements in the tourism industry.

Ostrom (1999) discussed that the institutional arrangements can be viewed as the collective rules, norms and shared strategies that define or guide stakeholders behavior. They may be formally described in the form of a law, policy or procedure, or they may emerge informally as norms, standard operating practices or habits. Institutional arrangements can also facilitate cooperation among divergent stakeholders, define subsequent roles and responsibilities for action and act as a catalyst for implementation, including by channeling resources effectively.

In this paper the institutional arrangements refers to formal provisions that involve some form of institutional structure, such as regulatory frameworks, systems, processes and frameworks for action, that govern assessing and managing the risks of, and sharing knowledge on loss and damage. If the institutions are not functioned in a proper manner they are major determinant factors of tourism development.

2.10.4 Lack of Awareness

According to Cupples (2005) argument the community capacity building in tourism development can be seen as the capacity of people in communities to participate in tourism activities. Lack of a community capacity building activity in tourism industry is the major determinants that can hinder future development of the sector.

The capacity building include strengthening human resources, organizational and individual capacity and also capacity of community building is the ability of individuals, organizations and communities to manage their own affairs and work collectively to

foster and sustain change. The aware community can play a great role in the development of tourism industry.

It is not only lack of awareness that limits ability to engage in tourism, however, but also poverty and therefore lack of funding (Amankwah and Sackey, 2003). Accordingly the financial inability has a power to hinder the development of tourism because finance is the most significant thing in tourism industry.

Barrett (2003) argues that there is high cost involved in undertaking businesses in areas with poor infrastructure, and therefore it is an issue that normally puts off investors. In addition to this any form of lending, either from formal financial institutions or microfinance credit is of the most importance in the development of tourism industry.

2.10.5 Lack of Marketing and Promotion

The issue of marketing and promotion is one of the significant things in the development of tourism sector. According to Butler (1980) the tourism industry is becoming an increasingly competitive market place at international level, where only the best managed and marketed enterprises and destinations are likely to enjoy the competitive market. From this discussion one can understand that the tourist destination should work on the marketing and promotion for developing the industry and to compete with other destinations. In other words marketing and promotion is one of the major determinants of tourism development.

In the case of Ethiopia in general the study area in particular lack of marketing and promotion activity in the tourism industry are in low level of development.

The formulation of the image of the destination depends on the tourism marketing and ability to attract tourists for the first visit and if the promotion is successful the tourist become interested in the destination and the destination are undergoing rapid changes (Mossec, 1993). The strategic positioning of a destinations as a tourism destination and identification of tourist patterns and priority source markets and segments are the most important things. As mentioned above determinants of marketing and promotional issues are the most crucial for developing tourism industry they have the power to encourage or discourage the tourist destination.

2.10.6 Lack of Cooperation among Stakeholders

According to Pforr's (2001) discussion it is generally accepted that the cooperation of various stakeholders in tourism development activities are vital. However, lack of stakeholders' cooperation in the field of tourism is the main challenge in tourism industry for its development. In the case Ethiopia in general and the study area particularly the cooperation of all stakeholders for developing tourism is highly needed. However, different stakeholders are working by themselves in tourism industry as one of the determinants for developing the industry.

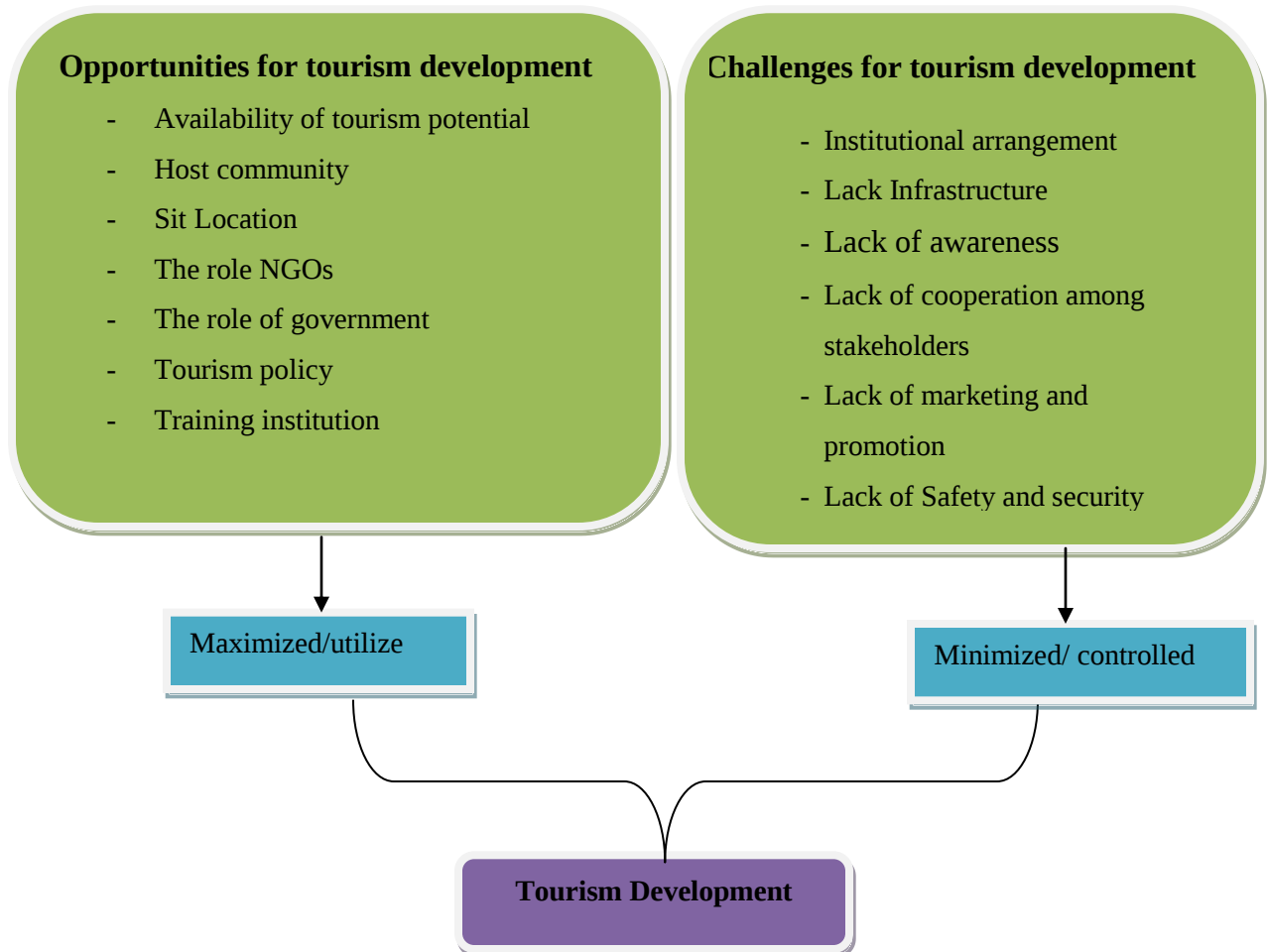
Tadesse (2015) argued that on his study the tourism industry in Ethiopia existed in a low level of development when it is compared with other parts of the world even when it is compared with Africa. He also distinguishes different reasons or factors for its low level of development; out of the challenges lack of cooperation of all stakeholders is the prominent one. According to Samardali (2013) the tourism industry in under developed countries has various problems which have the power to hinder the further development the of tourism industry. The writer focuses on the lack of cooperation among all stakeholders. From this discussion one can understand that the interconnection among stakeholders is the most vital thing for developing tourism in a destination. However, lack of cooperation among stakeholders is the determining factor for tourism development. The lack of regulation was considered to be the result of poor coordination between different government departments. Multiple government departments, including the ministry of tourism, natural resources, and rural development, should coordinate policies and programs in order to pursue the success of tourism development. International organizations, which often fund tourism projects, must also coordinate with government agencies and local non-profit organizations.

2.12 Conceptual Framework

For conducting this study based on the previous review of literatures can be realized that there are several challenges and opportunities for tourism development. These factors are interlinked with one another in different scales; also these factors have direct and indirect influence on the success and sustainability of tourism industry.

The conceptual framework gives general emphasis on the challenges and opportunities for tourism development and specifically it includes the main negative factors such as; lack of awareness, financial inability, shortage of infrastructure , lack of institutional arrangement, lack of marketing and promotion, lack of cooperation among stakeholders, lack of safety and security, and also the positive factors like; existence of tourism business entrepreneurs, the role of government, the role NGOs, host community, training institution, availability of tourism potential and tourism policy. The positive and negative impacts of such factors could be the opportunity and challenges for tourism development in the study area. The framework generally indicates how these factors are affecting tourism development.

Figure; 2.1 Conceptual frame Work



Source; - Owen formulation, 2017

CHAPTER THREE

DESCRIPTION OF THE STUDY AREA AND METHODOLOGY

3.1 Description of the Study Area

3.1.1 Location

The study was carried out in East Badawacho woreda of Hadiya Zone in Southern Nations Nationalities and Peoples Region (SNNPR). Geographically it is located between 70° 9' 00" to 80° 15' 00" North latitude and 370° 5' 00" to 400° 00' 00" East longitude, and it is located at 332 km from Addis Ababa, 120 km from the regional city Hawassa and about 97 km from the zonal town Hossana. East Badawacho Woreda has 36 rural kebele and 3 municipalities. And it has an area of 432.5 square kilometers 34,974 hectare. The Woreda is bounded by Halaba special Woreda of SNNPRS and some parts from the former Siraro Woreda of Oromia Region to the north east, Kadida Gamela Woreda of Kembata Tambaro Zone and West Badawacho Woreda which was the former part of Badawacho Woreda to the west and Wolayta Zone to the South. Woreda capital, Shone, is situated at about 332 km away from Addis Ababa on the asphalted road running from Shashemene to Arbaminch (EBWAO, 2015).

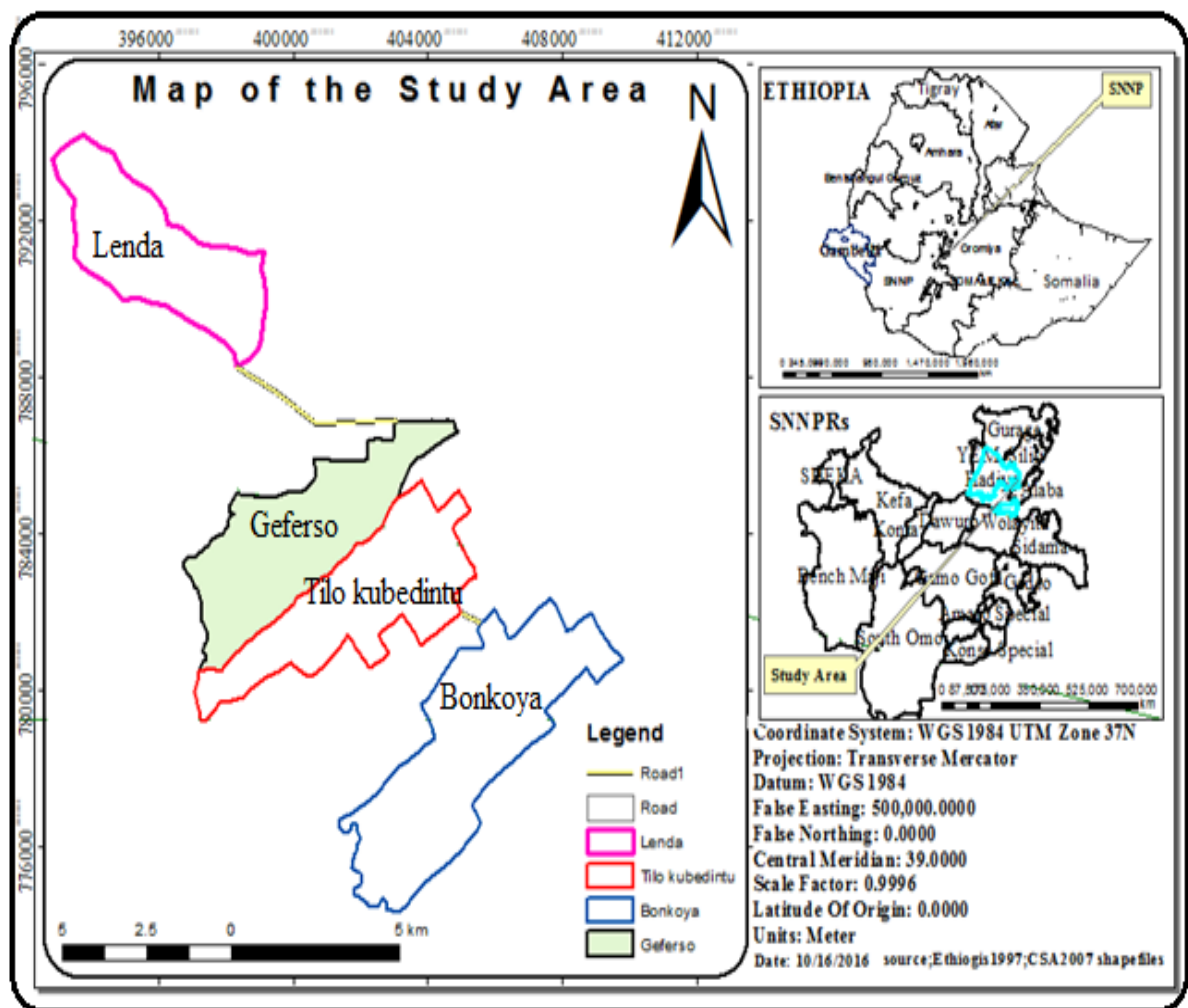
Figure; 3.1 Administrative map of East Badawacho woreda



Source; - EBWAO, 2015

The special feature in terms of location of East Badawacho is that it does not have boundaries share with other Woredas of Hadiya Zone except West Badawacho Woreda since it is separated by the presence of Kembata and Tambaro Zone between East Badawacho and other Woredas of Hadiya Zone. This study was drawn from a four rural kebel of the Woreda namely, Werambonkoya, TiloKubedintu, Sherkogeferso and Lenda (EBWFEDo, 2016).

Figure;3.2 Map of the study area; - Lenda, TiloKubedintu, Weramobonkoya, Sherkogeferso East Badawacho Woreda; Hadiya Zone, SNNPR, Ethiopia.



Source;-EBWFEDO, 2016

3.1.2 Climate

Accordingly, the elevation of Woreda ranges between 1580 meter above sea level in the northern part of the Woreda bounding Bilate River and 1980 meters above sea level along the highest peak found around Tito (southern part of the Woreda). According to the newly produced sketch map prepared by the Finance and Economic Development Office of the Woreda, most part is situated along the dry woina-dega. The total number of kebeds situated in the Woreda are 36 from this 23 are part of dry woina-dega having large sizes, while 13 kebeles belong to the moist woina-dega with smaller sizes. Dry woina-dega constitutes 51% of the total area whereas moist woina-dega constitutes the remaining 49% (WFEDO, 2014).

Months between June and October are the major rain months (Meher) while March to May is the second rainy months (Belg). Though there is little variation in the amount of rainfall in both agro-ecological zones the amount of rainfall varies in different seasons. The mean annual temperature ranges from 17.60 to 22.60 Celsius and the annual rain fall distribution ranges from 800 to 1500 mm East Badawacho Woreda Agriculture and rural development office (WARDO, 2015). The climate conditions of the study area is suitable for developing tourism and it is a great opportunities.

3.1.3 Population

According to 2007 population and housing census result, the population of East Badawacho was 185,305 excluding the population of 5 Keble's annexed from Oromia. This Kebeds are added to East Badawacho woreda in 2001 by referendum from Oromia Regional State. According to the woreda Finance and Economic Development Office report, the total population of the woreda including the 5 kebeds was estimated to be 195,446 with almost equal ratio of male and female of which female population constitute 97, 875 and male population of 97,571 (WFEDO, 2015). Crude density may not be the real indicator of the population pressure. This is because newly included Kebeds are very big in their size and have very few populations settled. This may affect the crude density that fails to describe the agriculture density. Therefore, calculating the other types 28 of densities may give better information about population distribution in relation to resource base.

Population of the woreda is almost proportional in terms of male female ratio with having 50.7female and 49.3 percent of male. Age is a determinant factor that affects food security activities. The productive age population constitutes about 53.8(Asnak, 2011).

East Badawacho has large proportion of young population that constitutes about 46.2 percent of the total population and even, those productive age population require extra job to survive because no more job opportunities are being created to accommodate these people except competing over limited arable land. As a result, significant numbers of youngsters seasonally migrate to the nearby towns and state farms of the rift valley areas looking for job opportunities. The following table shows the summary of population distribution and land use in East Badawacho Woreda (WARDO, 2015).

Table; 3.1 Population density and different land use

No	Density categories	Year 2015
1	Total population	195,446
2	Total rural population	180, 025
3	Total area (km ²)	431.16
4	Total cultivated Area (km ²)	351.39
5	Total Arable land (km ²)	380.50
6	Crude density (person)	453.3
7	Agricultural density person (km ²)	512
8	Total Tourism Development area (km ²)	251.2

Source; - Agriculture and Rural Development Office calculated by the researcher (WARDO, 2015)

3.1.4 Social Service in East Badawacho

For tourism or other developmental activities of any country in the world the existence of infrastructure plays an important role. According to scholars infrastructure can be categorized in to different types. However, the major infrastructure includes social and physical infrastructures. Among the social infrastructures education and health are the most determinant ones (Yazid and Selma 2013).

3.1.4.1 Health Infrastructure

Availability of health institutes are among the major social infrastructures on which the level of communities' vulnerability to hazards such as sickness, epidemics, and even death partly depends.. In the recent past there was only one health station at the woreda capital, Shone.

However, according to the data obtained from the woreda health office (2015) one primary hospital is available in East Badawacho, about 7 health stations and health posts in all kebele of the woreda have been established. Though the presence of health institutions is not the only factor, it improves the previous health challenges of the woreda.

The major problems of health institutes of East Badawacho include lack of well equipped necessary medical equipment and medicines. Furthermore, almost all institutes lack the appropriate number of health personnel.

3.1.4.2 Educational Infrastructures

Education policy of Ethiopia is targeted on the goal that cultivation of citizens with an all round education capable of playing conscious and active role in the affairs of economic, social and political life of the country. Though various strategies have been taken place, it is not easy to achieve the desired goal appropriately.

The major strategy was distribution of fair and quality education to all regions, particularly to rural areas where 85% of the population live (MOE, 2008). East Badawacho Woreda has about 90% of rural population almost all of them has no pre-primary education programs.

Most students attend primary schools without having an opportunity of receiving pre-primary or kindergarten studies. The dropout and detention rates are very high at the primary level. The data from woreda education office indicate that at the present day the number of schools and professionals are increased in number and quality, for instance there are eight secondary schools and more than 25 primary schools established (WEO, 2015).

3.1.4.3 Road Infrastructure

Road is one of the crucial infrastructure that links people from one part of the country to other part and also roads can play significant role in the development of tourism in the world, without road it is difficult to develop tourism.

Besides, roads have a potential to reduce the local communities' vulnerability to disaster during natural and manmade hazards, etc. East Badawacho has one asphalted road that divides the woreda capital in to two equal parts and it serves people to travel to north or southern parts of the country easily. Besides, there are gravel roads with a total length of 7 km and feeder roads with a total length of 352 km. The woreda has no major road problem. The following table shows the main and seasonal roads of East Badawacho.

Table; 3.2 Type of main and seasonal roads in East Badawacho Woreda

No	Type of roads	Total coverage
1	All weather road	168.7 km
2	Gravel road	7 km
3	Asphalt road	21 km –part of the main road from AA to Arbaminch
4	Road built by URRP	157.5 KM
5	Bridge built	25

Source- Infrastructure development sector office (2015)

3.1.5 Culture

The East Badawacho Woreda holds diverse tangible and intangible cultural and historical tourism potentials with tradition cultural expression, languages, and norm. According to Girma (2015) intangible cultural heritage means the practices, representations, expressions, knowledge, skills as well as the instruments and cultural spaces associated with that communities, groups and in some cases, individuals recognize as part of their cultural heritage.

According to the data from Woreda Culture, Tourism and Government Communication Affairs Office (2015) east Badawacho woreda is rich with intangible heritages which include oral tradition, social practice, performing art, indigenous knowledge and other living expressions. Out of all this cultural heritage yahode celebration is the most interesting and it has a potential to attract visitors from abroad and domestic. It is the New Year Celebration of Hadiya people held on September 24 to 27. The area has diverse tangible historical and cultural attractions like churches, mosques, steles and others.

3.2 Research Methodology

3.2.1 Selection of Study Sites

In this case the purpose of selecting different locations is used as a sample from various types of tourism sites which range from cultural and natural tourism potentials. The study has been conducted at the four sites which were selected purposively: - The first one is Werambonkoya, the second TiloKubedintu, the third Sherkogeferso, and the last but not the least is Lenda. The major focus of this study is to identify the challenges and opportunities for tourism development in the study area. The criteria for selecting the study areas were based on premier discussion with woreda Culture and Tourism Office data, tourism business entrepreneurs, host community and tourism council of the study area;- these areas are the first sites with huge potential of tourism sites in the woreda.

3.2.2 Rational for Selection

The rationale for selection of these sites is the existence of both natural and man-made tourism resources which have greater value if properly used and protected. These natural or man-made attributes could be assets to the country's economy and thereby assets to the livelihood of the local community.

This study identified the main challenges that hinder the development of tourism and opportunities which exist in the area to develop tourism and finally it forwarded the possible recommendation in favor of all stakeholders in the study area to alleviate the exiting challenges and to comprehend the opportunities for tourism development.

3.2.3 Research Design

According to Burns and Grove (2003: 3), research design is “a blueprint for conducting a study with maximum control over factors that may interfere with the validity of the findings”. This study is focused on challenges and opportunities for tourism development; the research approach was a non-experimental research and also to come up with complete results, the researcher was employed qualitative and quantitative (mixed) approaches. The descriptive research design is chosen to get detailed information from the informants regarding to the study in East Badawacho Woreda.

3.2.4 Types and Sources of Data

Both primary and secondary data sources were used. Primary data were collected through questionnaire, key informants’ interviews and observations. Secondary data were related to the sector policies, tourism development plans, institutions reports, documents and publications and planning frameworks and principles. In addition, relevant books, journals, web sites and other types of documents were used from different sources. This study collected qualitative data through (observation, key informants’ interview and document review) and the quantitative data were collected through questionnaire.

3.2.5 Data Collection Technique

Questionnaire and key informant interview were used to identify the challenges and opportunities for tourism development in the study area at large and the selected sites in particular. According to Rogers (2002), these are one of the common tools used in conducting a survey. It is easy to administer and gather sufficient information given that it is properly constructed. The questionnaires were distributed to the respondents and collected at the time of convenience for the respondents.

The researcher made personal observation to gather information. Furthermore, the interviews were used to select data from some of the experts who participate in the sector directly and indirectly. Moreover, secondary data were also collected from various sources of documents such as, existing policies of tourism relevant literature, annual reports, statistics, files and manuals.

3.2.5.1 Household Survey

The household questionnaire surveys were prepared by the researcher for the local residents in the study area. The house hold questionnaire contains both open and closed ended questions. Survey was undertaken in order to collect information on the following issues: households' demographic and socio-economic characteristics, potential challenges and opportunities for tourism development and tourism potential.

3.2.5.2 Key Informant Interview

For the purpose of this study semi-structured face to face key informant interview was carried out with different five groups of 18 key informants. They were taken as key informants based on their knowledge and responsibility in relation to tourism sector in the study area. For each interviewee group, independent checklists were prepared by the researcher. The first group four key informant interview was conducted with the tourism council of sample sites (Werambonkoya, TiloKubedintu, Sherkogeferso and Lenda). The reason to have key informant interview with tourism councils is due to the fact that they have responsibilities on the study issues.

The important information about the tourism development challenges and opportunities was collected at grass root level. The second group six key informant interview was conducted with informants from tourism business enterprises (pension, hotel and restaurant). TBE were other spectacular sources that really showed the overall feature of tourism activities and tourist psychology due to their long contact with the tourism business activity of the area. The third group four key informant interview was conducted with informant from host community leaders (leaders or the Elders). They were the significant source of information due to a long time relationship with the tourism potential of the area.

The fourth group three interview were with the Hadiya Zone Culture and Tourism Directive and East Badawacho woreda Culture and Tourism Office officer. This helped to understand their role in running tourism sector in the study area and their organizational commitment in sustaining tourism industry.

The last but not the least one key informant interview was with an expert of SNNP Region Culture and Tourism Bureau this was intended to look for answer for the identified policy and legal related opportunity on the study.

3.2.5.3 Observation

This was also one of the data collection techniques used on this study to supplement the information and its parts of data collection process. Observation included observation of the infrastructure patterns, tourism activities, tourist services and facilities, natural and cultural resources management and institutional structure, historical attractions like churches and mosques and accommodation conditions of visitors. Thus, the researcher's opinions on his visit of the study area were included in the analysis.

3.2.5.4 Document Review

To make this research more valid and creditable secondary sources which are important to the study were reviewed. For this purpose, both published and unpublished sources were investigated carefully, especially books, web pages, policy directives, reports, project papers, annual and action plans and magazine. The secondary data were collected from SNNP Culture and Tourism Bureau, Hadiya Zone Culture and Tourism Directive and East Badawacho Woreda Culture and Tourism Office and other significant areas.

3.2.6 Sample and Sampling Procedure

According to Polit and Hungler (1995), sampling involves a procedure of selecting a same part of a population that represents the entire population in order to obtain information regarding the occurrence of interest. There are two methods of sampling; one yields probability samples in which the probability of selection of each respondent is sure. The other one is non-probability samples in which the probability of selection is unknown.

This study used stratified random sampling procedure for selecting the participants in this study. This technique was employed to ensure a fairly and equal representation of the variables for the study.

The stratification was based on kebeles, majority residents it means that have no direct involvement in tourism and tourism stakeholders that have a direct involvement in tourism such as runners of tourism business and members of tourist council. Within each section, selection of respondent was by using simple random sampling. The subjects of the study were both male and female from the host community of the selected kebeles or tourism sites. The total sample size was 100 households using the sample size determination formula from Yamane, 1967 (cited in Israel, 1992).

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

Where; -n = the required sample size, N= the total population studied, e = the precision level which is = (± 10), Where confidence level is 95 % at $p = \pm 5$ (maximum variability)

The total household head of a selected site are 2391; from this 1041, 273, 357 and 720 households live in Werambonkoya, Tilo Kubedintu, Sherkogeferso and Lenda sites respectively (WADO, 2016). According to the formula, the sample size became 99.95 households head. Accordingly the sample size is from 100 Households. The distribution of sample size across the four selected kebeles was proportionally selected based on their size of households.

Thus 44, 11, 15 and 30 sample households were taken from Werambonkoya, Tilo Kubedintu, Sherkogeferso and Lend kebels or tourism sites respectively. As the research approach employed here are a mixed methods research approach, 100 household respondents representatives are considered to be enough. In addition to this tourism related groups such as tourist council, local elders, tourism business enterprises and tourism office were selected as key informant interviews and personal observation were undertaken. The sample was as selected by using simple random sampling techniques. Totally 100 men and women in age group above 18 years in households were taken as a sample of study because they more likely understand the sense of the questions they had been asked and they answered from their experience and knowledge.

3.3 Method of Data Analysis

Brink (1996: 17), describes data analysis as “categorizing, ordering, manipulating and summarizing the data and describing them in meaningful terms”. This is the overall flow of the data, from the collection stage to final stage. For the purpose of this study the available data were analyzed and presented by using mixed methods such as qualitative and quantitative technique.

For quantitative one statistical package for social sciences (SPSS computer software version 20) helped the researcher in working with descriptive statistics like frequencies, percentage and mean to identify the challenges and opportunities for tourism development. Qualitative data gathered from key informants’ interview, direct observation and document review were first organized and categorized thematically and written up in to narrative.

3.4 Validity and Reliability of the Data

The researcher carried out a pilot study to pretest the validity and reliability of data collected using the questionnaire. According to Ellen (2004) validity is the degree by which the sample of test items represents the content of test is designed to measure. Content validity which was employed by this study is a measure of the degree to which data were collected through several instruments like questionnaires, interviews and researcher’s observation represent a specific domain or content of a particular concept and also it was evaluated by experts in the field of research.

Reliability would increase by including many similar items on a measure, by testing a diverse sample of individuals and by using uniform testing procedures. In order to test the reliability of the instruments this study applied, *inter-rater/observer reliability* technique by using peer examination (inviting non participants to comment on) was made.

3.5 Ethical Consideration

Deborah (2003) explains that the issue of research ethics is one of the significant parts in development of trustworthiness and credibility of the study. Due to this during data collection time researchers are expected to respect the participants and the sites for research. Which may involves gaining the permission of individuals to protect the privacy of the participant and respect researching sites so that the sites are left undisturbed during and after a research study.

American Psychological Association (2002) listed five principles of ethical issues in research to help researchers steer clear of ethical doubtfulness: discuss intellectual property frankly, be conscious of multiple roles, follow informed-consent rules, respect confidentiality and privacy such as discuss the limits of confidentiality, know federal and state laws, take practical security measures, think about data sharing before research begins, understand the limits of the internet and tap into ethics resources.

So, to do with the above indicated principles, permission and interest from different stakeholders and individuals were asked at their possible consent. These groups are Addis Ababa University, regional bureaus, zone and woreda offices, professionals in the related field of study, individuals selected for interview. As to achieve strong and fair information about the study and to constraint from subjectivity, to maximum possible, the researcher tried to depend on objective data generating from various data acquisition techniques, Sponsor for the study and short comings was also stated as the study goes through.

CHAPTER FOUR

4. RESULTS AND DISCUSSIONS

This chapter deals with presentation, analysis and interpretation of data collected by using different tools such as questionnaires, interviews, field observation and document analysis to address the basic research objectives or questions. The results from descriptive statistics are also presented in the form of table, charts and figures, frequency, percentage and mean.

4.1 Socio-Economic Characteristics of the Households

4.1.1 Demographic Characteristics

This section focuses on the analysis of the basic characteristics of the respondents. The survey result of this study for demographic characteristics of sex, age, marital status and family size of households is presented in table 4.1 below. From sample household, 92% is male heads of households and 8% is female heads of households. According to the survey result the large portion of the sample head of household (80%) is married, 10% is single, 9% is widow and 1% is divorced. Interview with leaders of tourist council indicated that there is considerable relationship between marital status of host community and tourism development where majority of the tourism business entrepreneurs are married because those group of respondents need addition income to satisfy family need.

The majority of heads of households, 74% belongs to productive age group and nearly 26% of respondents are the dependent age group. The data reveal that the large portions of households are under maturity age category, which could have positive implication in terms of labor resource for tourism sector. It is easy to convince the productive age group to do or not to do anything, because they do have the ability to understand things easily.

The family size is varied from household to household, the highest family size is 6-12 which accounts for 52%, 1-5 family size is 37% and family size above 12 accounts for 11%. The survey results indicated that there is a variation in the number of each family size of household in the study area.

Table 4.1, Sex, Age, Marital Status and Family Size of HHs

Response	Name of Site								Total	
	Weramobonkoya		TiloKubedintu		Sherkogeferso		Lenda			
	N	%	N	%	N	%	N	%	N	%
Sex										
Male	40	90.9	10	90.9	14	93.3	28	93.3	92	92%
Female	4	9.1	1	9.1	1	6.7	2	6.7	8	8%
Total	44	100.0	11	100.0	15	100	30	100	100	100%
Age										
Under18	2	4.5	-	-	-	-	-	-	2	2.00%
18-64	34	77.3	9	81.18	10	66.7	21	70	74	74%
Above 65	8	18.2	2	18.2	5	33.3	9	30	24	24%
Total	44	100	11	100	15	100	30	100	100	100%
Marital status										
Married	32	72.7	9	81.8	12	80	27	90	80	80%
Single	8	18.2	1	9.1	1	6.7	-	-	10	10%
Widowed	4	9.1	1	9.1	2	13.3	2	6.7	9	9%
Divorced	-	-	-	-	-	-	1	3.3	1	1%
Total	44	100	11	100	15	100	30	100	100	100%
Family size										
5-6	14	31.8	6	54.5	5	33.3	12	40	37	37%
6-12	26	59.1	4	36.4	6	40	16	53.3	52	52%
Above 12	4	9.1	1	9.1	4	26.7	2	6.7	11	11%
Total	44	100	11	100	15	100	30	100	100	100

Source: Own field survey, 2017

Data from interview with elders note that there was a significant association between tourism development and family size. The large family size need alternative income source like tourism industry to satisfy the need of their family. This suggested that there is relationship between large family size and tourism. Generally developing tourism industry as alternative means of income source for large family is significant in the study area.

4.1.2 Educational Status of Respondents

In this part the educational status of respondents are studied. Accordingly to the survey result indicated that educational background of the sample household, illiteracy rate is found to be high. About 64% of the sample household heads are reported to be uneducated without having any education.

Table 4.2 Educational status of households

Response	Name of Site								Total	
	Werambonkoya		TiloKubedintu		Sherkogeferso		Lenda		N	%
	N	%	N	%	N	%	N	%		
	Educational status									
1-8	8	18.2	1	9.1	3	20	6	20	18	18%
9-12	8	18.2	1	9.1	1	6.7	-	-	10	10%
College and above	3	6.8	-	-	2	13.3	1	3.3	6	6%
Adult Education	2	4.5	-	-	-	-	-	-	2	2%
No school	23	52.3	9	81.8	9	60	23	76.7	64	64%
Total	44	100	11	100	15	100	30	100	100	100%
Mean	3.55		4.36		3.73		4.13		3.84	

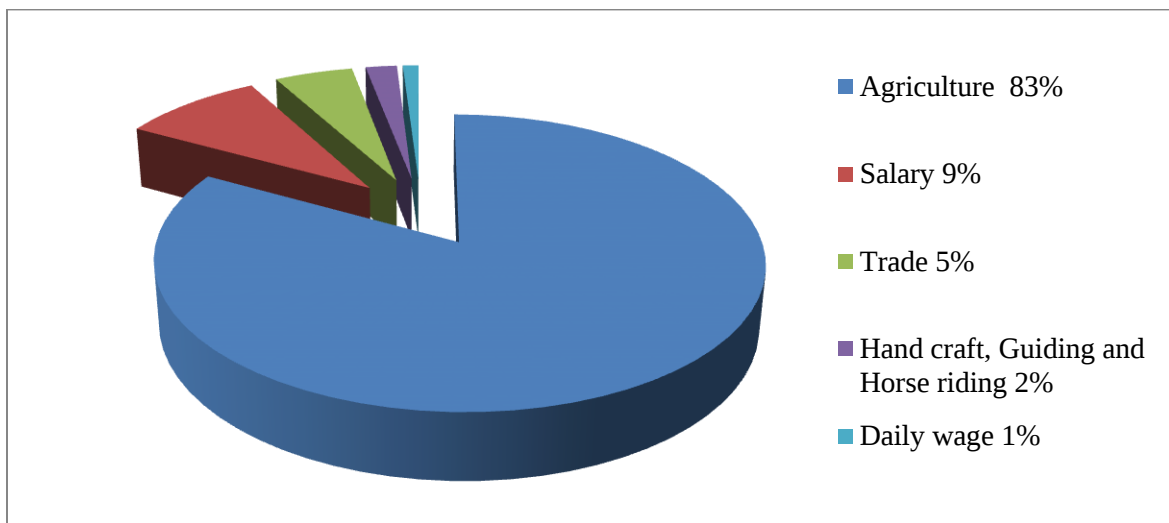
Source: Own field survey, 2017

On the other hand, about 18% and 10% of the sample households are found between grade 1-8 and 9-12, respectively. Of the total sample size (6%), of the respondents had acquired one year certificate from different colleges. Generally 34% of the respondents are capable to read and write. An educated household in tourism sites are able to understand technical and scientific concepts thereby participate in tourism development tasks, perform tourism activities up to the standard and manage tourism products properly. Gebre (2011) stated that education is a basic parameter for any development activity particularly for tourism industry. However 64% of sample household heads are uneducated. This in turn, could have its own negative implication in relation to tourism development because uneducated people can't understand easily the technical and scientific concept of tourism development.

4.1.3 Source of Respondents Income

The economic diversity of local community is significant for developing tourism industry. A potential problem in the development of tourism for country side communities creates economic dependence on the trends of fluctuating industry of international tourism (McLaren, 1998). The major economic source of the study area is agriculture, with a mixture of subsistence crops and livestock. The data gathered from survey, the major source of income, 83% for the sample households are agriculture. 5% from trade, 1% get from daily wage, the other 9% from salary by working in different government office and also 2% get income from different tourism related activities. The major economic sources of the households sample population of the study area are agriculture.

Figure 4.1 Source of income for Sample HHs



Source: Own field survey, 2017

The data gathered from interview with local elders and tourist council stated that depending only on agriculture for their income source is not enough for fulfilling the need of their family as well as their community. It also does not satisfy the need of tourism industry because tourism industry needs economic diversity. So from this one can say that there is a need to develop and expand other economic activities such as tourism as alternative income source for the local community.

4.2. Knowledge, Attitude and Interest of Respondents toward Tourism

Development

The overall attitude, interest and knowledge of respondents that were selected from four sites towards tourism development were discussed. These have the same level of livelihood and related environments were analyzed.

Table 4.3 Knowledge of respondents toward tourism development

Do you know that tourism industry is going on in your area?		Respondents	
		N	%
Response	Yes	34	34.0
	No	66	66.0
	Total	100	100.0

Sources; Own field survey, 2017

As indicated in the above table (4.3) knowledge of the local community toward tourism development is very low. To identify their knowledge, respondents were asked about tourism industry; only 34% of them have information about the practice of tourism industry in their area. The rest 66% have no information about the practice of tourism industry. In addition to this data from annual reports of the woreda culture and tourism office (2014), also noted that the awareness of local community toward tourism development is very low. There are various factors for low awareness of tourism industry such as lack of information about the industry, less development of the tourism industry on their area and lack of promotional work toward tourism development. So it could be possible to realize that the majority of the host community is not aware about tourism development in the study area.

According to the table (4.4) feeling of households varies, 53% of them have no opinion on the presence of tourism industry. This suggested that majority of the local community have no any feeling about the presence of tourism industry on their area.

Table 4.4 Feeling of the respondents when tourism was started

Response	Name of Site								Total	
	Werambonkoya		TiloKubedintu		Sherkogeferso		Lenda			
	N	%	N	%	N	%	N	%	N	%
What was your feeling when tourism was started in your locality?										
Happy	14	31.8	6	54.5	-	-	7	23.3	27	27%
No opinion	26	59.1	5	45.5	5	33.3	17	56.7	53	53%
Good	4	9.1	-	-	10	66.7	6	20	20	20%
Total	44	100	11	100	15	100	30	100	100	100%

Source; Own field survey, 2017

On the other hand 27% of the respondents are happy on the presence of tourism industry. In addition to this interview with tourism business entrepreneurs also indicated that most of the local community is happy on the beginning of tourism industry also they involve directly in tourism industry.

The rest 20% of the respondents have a good feeling on the starting of tourism industry in the study area. These explain that significant number of host community has good feeling on the beginning of tourism and it has own positive significance on the development of tourism in the study area.

Table 4.5 Appreciation toward visitors

Do you appreciate the coming of visitors?		Respondents	
Response		N	%
	Yes	93	93.0
	No	7	7.0
	Total	100	100.0

Source; Own field survey, 2017

As stated in the table (4.5) the majority of sample households are happy on the coming of visitors. To identify their feeling, the respondents asked about their feeling and 93% of them appreciate the coming of visitors. Interview with the leader of tourist council also indicated that they appreciate coming of visitors to their area since coming of visitors bring various alternatives to the area. Only 7% of respondents and some of interviewed people do not appreciate the coming of visitors; they believe that the coming of visitors brings different problems to the area such as begging, prostitution, environmental destruction. These suggested that majority of host community has interest on the coming of tourists and are aware about the significance of visitors to their area.

In table (4.6), is showed that 89% of the respondents are happy when they meet visitors in search of unique natural and cultural tourism potential of the area. Tourist council also noted that visitors bring significant opportunities to the local community. As a result the local communities are happy when they meet visitors. The development of tourism industry can bring social, economic and environmental (infrastructural development, different constructions, verifying income, environmental conservation and technological developments) to the area which in turn improves the livelihood of the local people.

Table 4.6 Local community feeling when they meet visitors

How do you feel when you meet visitors?		Respondents	
		N	%
Response	Happy	89	89.0
	Disturbed	8	8.0
	No opinion	3	3.0
	Total	100	100.0

Source; Own field survey, 2017

On the other hand 8% of the respondents feel disturbed by the pressure of visitors to their locality. The data gathered from interview with local elders showed that some of the local people did not appreciate the coming of the visitors to their area and they are disturbed when they meet visitor.

They fear that visitors may bring various superfluous things to the area like prostitution, begging, diseases and abusing local culture, post modern style which is not the same with the culture and way of life of the local people. The rest 3% of respondents feel no opinion. It means that this group believes that the presence of visitors does not make any change on the area. In other words, they have no awareness about social, economic and environmental significance of tourism industry.

Generally from this, it can be possible to realize that majority of the local community appreciate the coming of visitors since they are aware about the social, economic and environmental significance of tourism. It's significant to develop tourism in the study area because host community is the hub of developmental activities and their appreciation is needed. On the other hand minor groups are not happy on the coming of visitors due to their negative pressure to the study area and the rest have no any positive or negative feeling on the coming of visitors to the study area, because those groups have no awareness about tourism development.

4.3 Challenges toward Tourism Development

In this part the identified challenges for tourism development in the study area were discussed. These include lack of safety and security for visitors, shortage of infrastructural development, role of government, role of NGOs, stakeholders' collaboration, marketing and promotional activities, training institution, institutional arrangement and tourism products development.

4.3.1 Lack of Safety and Security

According to Istvan and Kristina (2010), the issue of safety and security in tourism industry has always been crucial condition for travel and tourism. Tourism industry highly demands the safe and secure environment. Tourism as the service giving industry, high quality service, political and environmental security is the significant things in the development of tourism industry. The data from interview with tourist council indicated that the issue of safety and security is important thing for the future development of tourism industry in the study area.

Table 4.7; Safety and security problem for visitors

Is there any safety and security problem for visitors?		Respondents	
		N	%
Response	Yes	69	69
	No	31	31
	Total	100	100

Source; Own field survey, 2017

According to the above table 4.7, majority of sample households 69%, pointed out that safety and security problem as a challenging factor for tourism development in the study area. Interview with local elders also explained that the existence of safety challenges for the visitor in the study area. To identify the safety challenge respondents asked about the determinant factors. Accordingly from the respondents, 85.5% of them described that lack of high quality services is the main factor in the study area.

In addition interview with tourism business entrepreneurs reveal that most of them such as accommodation, catering, guiding and transportation is not offering a quality service to the visitor. There is shortage of good quality bed room, lack of professionals in all touristic business giving center, sewerage or health and sanitation problems in most of hotels, restaurant, pension and other accommodation centers are identified.

Table 4.8 Kinds of safety and security problems

Response	Name of Site								Total	
	Weramo		Tilo		Sherkogefer so		Lenda			
	N	%	N	%	N	%	N	%	N	%
What are those safety problems?										
Lack of environmental safety	-	-	1	9.1	4	26.7	5	16.6	10	14.5%
Lack of quality assurance service	27	61.3	8	72.7	7	73.3	17	56.7	59	85.5%
Total	27	61.3	9	81.8	11	100	22	73.3	69	100%

Source; Own field survey, 2017

From the sample households, 14.5% also showed that the existence of environmental safety problem. Interview with tourism officer in woreda Culture and Tourism Office, observation, local elders, annual report of woreda culture and tourism office (2016) and project paper done by Elias (2015) indicated that local community is cutting tree from the sites especially in Weramobonkoya and more bridges are needed, however, till there is only one bridge. It is also the major environmental problem and it has a power to limit the development of tourism in the study area.

From this it could be possible to realize that factors related to shortage of accommodation, environmental destruction and lack of quality service in most hotels, pensions, restaurants and cafés health and sanitation problem are identified as the challenging factors for tourism development. However, there is no security problem related to political instability and environmental disaster, lack of legal protection; in short the study area is relatively stabled and secured.

4.3.2 Shortage of Infrastructural Development

According to Seetanah and et al, (2011) the infrastructure forms are a fundamental component of tourism industry i.e., road infrastructure enhances accessibility of tourists to different parts of the destination country while sound airport infrastructure ensures that tourists experience a comfortable transition from the plane into the borders of the destination country and vice versa. As such communication infrastructure allows quick and cheap communication between the origin and destination countries as well as provides maximum information about the destination thereby reducing uncertainty, fear and asymmetric information. Other infrastructures such as pure water and energy among others are also believed to result in more reliable services and thus enhance the attractiveness of the destination. In addition to this, it's important to enhance accommodation capacity such as, tourist hotel, guest house, boutique hotel and villas and heritage home (Basil, 2011).

Infrastructural development is the most significant part of tourism industry because it is the hub of tourism development. By taking in to account sample households are asked about infrastructure and 73% of them are not happy with infrastructural development of the area. Interview with woreda Culture and Tourism Office officer and annual report of (2015) also indicated that the tourism infrastructure of study area is not developed to hold tourism industry. It's also the main factor that limits the development of tourism in the study area.

Table 4.9 Tourism infrastructural development

Are you happy with the tourism infrastructural development?		Respondents	
		N	%
Response	Yes	27	27
	No	73	73
	Total	100	100

Source; Own field survey, 2017

The data gathered from survey confirmed that there are different kinds of tourism infrastructural problem such as lack of road access, shortage of communication infrastructure, shortage of social infrastructure, shortage of pure water supply and lack of power infrastructure.

In the following table (4.10) 22% of respondents point out that lack of road access is the main determinant factor. Interviews with woreda Culture and Tourism Office officer also revealed that there is a great problem of road access. Only one road is covered by asphalt which cross shone town from Shashemene to Jinka town. The rest and most part of roads are not constructed in standardized level to satisfy the need of visitor in search of potential sites of the area.

In addition Elias Minamo who is the local elder in Weramobonkoya site noted that shortage of road accessibility is the main challenges for tourism development in their area. He also told that the summer season is one of the difficult periods to travel from one site to other because most of the rural roads are eroded and filled by flood.

This suggested that the issue of road access in the study area is the main challenging factor for tourism development because the sites should be accessible with roads to satisfy visitor, however, the existing roads are not satisfying the need of tourists.

Interviews with officer at woreda culture and tourism office, personal observation and 13.7% of respondents stipulated that there is a shortage of communication infrastructure in the study area. Such as, shortage of internet access, guiding problems (communication gap between the visitors and guider due to language barriers most of the local guides are not skilled to speak English language) and no tourist information giving center in the study area. From this it could be possible to understand that the area is highly faced to the communication infrastructure challenge. It is also one of the main factors that limit the development of tourism.

Table 4.10, below stated that 9.6% of the respondents and interview with local elders, tourism officer, tourist council leaders and tourism business eneterpernure there is shortage of social infrastructure.

Such as not qualified health center which is built to serve the visitor in search of the area and most of the health centers have no enough professionals and medical instruments.

Table 4.10 Kinds of tourism infrastructure problems

Response	Name of Site								Total	
	Weramo		Tilo		Geferso		Lenda			
	N	%	N	%	N	%	N	%	N	%
What are the infrastructural problems?										
Lack of road access	3	10	1	9.1	5	41.6	5	23.3	16	22%
Shortage of communication	5	16.6	3	27.2	1	8.3	1	5	10	13.7
Shortage of social infrastructure	2	6.6	2	18.2	1	8.3	2	10	7	9.6
Shortage of pure water supply	6	20	2	18.2	2	16.6	1	5	11	15
Lack of power	3	10	1	9.1	1	8.3	1	5	6	8.2
All	11	36.6	1	90.9	1	66.7	10	76.7	23	31.5
Total	30	100	11	100	12	100	20	100	73	100%

Source; Own field survey, 2017

Shortage of pure water supplies also one of the major infrastructural challenges for tourism development in the study area. Interviews with local elders, annual report of woreda water and energy office (2015) indicated that the selected site encountered shortage of pure water supply. Another significant infrastructural problem is lack of electric power and touristic hotels.

Generally from this it can be possible to recognize that lack of road access, shortage of communication infrastructure, shortage of social infrastructures such as health center, shortage of pure water and shortage of power supply and in addition to this lack of touristic hotels, loges, guest house, boutique hotels and villas are the major challenges for tourism development in the study area.

4.3.3 Lack of Community Awareness

According to Reid and Gibb (2004) tourism is the development apparatus which is used by many governments to uphold local development and they argued that creating awareness on local community and skills development is indispensable condition for tourism development. Making the host community to become aware about tourism development is obligatory because lack of capacity building and skill development including limited understanding of tourism impacts have been recognized as barriers to effective tourism development in third world countries (Moscardo, 2008).

Community awareness regarding tourism development in the study area, 61% of respondents described that local community is not aware about tourism industry in the study area.

“Interview with Debebe Dedebo who is local elder in sherkogeferso site also explained that we are not more aware about tourism industry because of different of factors such as low level of tourism development and lack of promotion”.

From this it could be possible to recognize that low level of tourism development and lack of promotion limited the awareness of local community toward tourism development.

In the following table (4.11) also 77% of the respondents showed that low level of tourism development are the major determinant factor for lack of awareness' in the study area. The level of local community awareness about tourism industry is varying from site to site while 74%, 87.5%, 70% and 80% of the respondents point out that low level of tourism development is the major determinant factor in Weramo, Tilo, Sherko and Lenda respectively

On the other hand, 39% of respondents indicated that the local community is aware about tourism industry in study area. Those people who involved in tourism business and directly benefited from the industry have awareness about tourism. The data gathered from annual report of the woreda culture and tourism office (2015) also explain that only the people who live near to attractions are more aware about tourism.

Those people also have a direct contact with tourists and they participated in the different awareness creation program prepared by woreda culture and tourism office.

Table 4.11 Awareness toward tourism development

Response	Name of Site								Total	
	Weramo		Tilo		Sherko		Lenda			
	N	%	N	%	N	%	N	%	N	%
Do you think that the local community is aware about tourism development in your area?										
Yes	21	47.7	5	45.4	4	26.7	9	30	39	39%
No	23	52.3	6	54.6	11	73.3	21	70	61	61%
Total	44	100	11	100	15	100	30	100	100	100%
Which of the following is the main factor?										
Lack of training institution	6	26	1	12.5	3	30	4	20	14	23%
Low level of tourism development	17	74	7	87.5	7	70	16	80	47	77%
Total	23	100	8	100	10	100	20	100	61	100%

Source; Own field survey, 2017

These recommended that tourism development is highly challenged by lack of community awareness in the study area. Low level of tourism development, shortage of training programs by local government and shortage of promotion are the main determinant factors for lack of awareness.

4.3.4 Shortage of Ensuring Tourism Product

At this part various tourism products of the area were discussed in relation to their significance and quality to satisfy the need of visitors in search of the area.

According to Middleton and Clarke (2001) the tourism product means customer value, which is “the perceived benefits provided to meet the customer’s needs and wants, quality of service received, and the value for money”. Tourism products are the center for tourism development since it can play a great role in the attractiveness of destination

As explained by Smith (2000) it is an output of a production process, where the tourist utilizes the facilities and services to generate the final output, experience.

The value and quality is added in each stage of the production process and the consumer is an integral part of the process. Tourism product is one of the significant elements of tourism industry in which there quality have a power to influence the development of a destination. It can be possible to say that more than half of tourism industry is a service giving industry and its' product is more dominated by service rather than tangible products such as traditional music, bed room, guiding, horse riding and so on.

The survey result reveals that 67% of respondents did not produce quality product for the tourism market. Interview with tourism business eneterpernure, local elders, tourist council and tourism officer at woreda also indicated that most of the tourism business entrepreneurs and local community do not produce the quality product to the tourists and most of their products are not satisfying the need of visitors in search of potential natural, cultural and historical sites of the study area.

Mr. Behayelu Assefa who is the manager of Meskel café and restaurant enterprise also stated that some of tourism products such as bed and breakfast, pension, hotels, guiding, horse riding and transportation service in their area do not offer the quality services to visitors and he told that most of the time tourists complain in the quality of service.

This suggested that the quality of tourism products in the study area is very low and it couldn't satisfy the need of tourists in search of potential tourism resource of the area. It can be possible to realize that lack of quality in products is one of the main factors that challenge the development of tourism.

Observation also reveals that there is no qualified bed room in most hotels and pensions. Even the existing accommodation centers are not clean, in most part of each center it's common to see grimy or unclean things in and around their compound. Lack of good internet café and shortage of cultural house that are used to demonstrate the culture of local community are identified in the study area.

In the following table (4.12), 31% of respondents reported that major determinant factors that limit them from producing a quality product for tourism market is not coming enough visitor to their area. These factors are dominantly found in two of the selected sites (Weramobonkoya and Lenda kebele).

Interview with leaders of tourist council in Weramobonkoya and Lenda also indicated that there is a shortage of tourist flow to their area. Domestic tourists and students from different schools are dominant visitors, which decrease the interest of the producer.

From this it could be possible to distinguish that shortage of international tourist flow is a challenging factor in the course of producing quality products to visitors mostly in two of the selected sites such as Weramobonkoya and Lenda.

Significant number of respondents, 29% showed that one of the considerable reasons for not producing a quality product is lack of enough market for tourism products. The rest 7% of respondents and interview with tourism business entrepreneurs explained that lack of knowledge is limiting them.

This recommended that lack of adequate market for tourism products and lack of knowledge how to produce quality products to satisfy the customer are main determinant factors and are also distinguished as challenging for tourism development.

Table 4.12 Ensuring tourism products

Response	Name of site								Total	
	Weramo		Tilo		Sherko		Lenda		N	%
	N	%	N	%	N	%	N	%	N	%
Have you produce a product for a tourism market?										
Yes	20	44.4	3	27.3	2	13.3	8	26.6	33	33
No	24	54.6	8	72.7	13	86.7	22	73.4	67	67
Total	44	100	11	100	15	100	30	100	100	100
Which product you produce for tourism market?										
Hand craft	5	35.7	3	50	2	33.4	1	14.3	11	33.3
Guiding	8	57.1	1	16.6	3	50	6	85.7	18	55.5
Horse riding	1	7.2	2	33.4	1	16.6	-	-	4	12.2
Total	14	100	6	100	6	100	7	100	33	100
What are the determinant factors?										
No enough visitors are come	12	42.8	4	50	7	50	8	47	31	46.3
No enough market demand	14	50	3	37.5	5	35.7	7	41.8	29	43.3
Other	2	7.2	1	12.5	2	14.3	2	11.8	7	10.4
Total	28	84.3	8	100	14	66.7	17	100	67	100

Source; field survey, 2017

As stated on the above table (4.14) on the other hand dispute all those things 33% of respondents are producing tourism products. Most of producers, 18% and 11% of them dominantly produce guiding and hand craft respectively. In addition to this 4% of respondents and interview with local elders reported that they also offer horse riding to visitor.

Generally it can be possible to recognize that tourism business entrepreneurs do not produce new and quality tourism products such as Agro tourism, health care tourism, tourist shops, safari tours by vehicles or horses, eco lodges, restaurants, home stay units, boutique hotels and villas, professional event organizer, boat service on lakes, camping sites, spa and wellness center. Lack of keeping the existing products in clean and lack of producing quality products to satisfy visitors were identified as challenges to develop tourism industry.

4.3.5 Lack of Promotion and Marketing

Frida (2014) explains that accommodation, food and beverage, and entertainment and other significant tourism products that tourism industry offers to the visitors should be promoted and marketed through an effective and continuing promotion and marketing work. Promoting tourism destination has a great value to the recipient communities and to the traveling public. It's difficult to develop tourism industry in the study area without promotion and marketing. Since promotion and marketing are one of the basic elements to develop tourism. By considering these, respondents were asked about promotional and marketing activity.

Table 4.13 Promotional and marketing

Is there any promotional and marketing activity toward tourism development?		Respondents	
		N	%
Response	Yes	19	19.0
	No	81	81.0
	Total	100	100.0

Source; Own field survey, 2017

On table 4.13, majority of sample households, 81% of them revealed the existence of challenges related to promotion and marketing. Interviews with tourism business enterprunure and the annual magazine which prepared by Hadiya Zone Culture, Tourism and Government Communication Affairs Office (2015) also explain that the study area is not promoted well to the domestic and international market. Lack of promotion and marketing are the main determinant factors that causes low level of tourism development. The rest 19% on the other hand reported that there were some promotional activities that had been done by tourism developers of the area. Interview with some of local elders also indicated about the existence of promotional work in the study area.

“Gitore Helios who is the leader of one clan in Tilo site explained that local government promoted their sites by using south FM 100.9 radio program in 2014 and he told that also in different meetings their area were promoted”.

From this it could be possible to understand that some promotional activities had been carried out by tourism developer or local government trying to promote the sites to domestic tourists. However, it can be feasible to generalize that the activity to promoting and marketing the study area by using different promotion tools such as advertising, sales promotion, public relation, and personal selling to international and national level is weak.

4.3.6 Lack of Collaboration among Stakeholders

According to Atorough and Martin (2012) explanation in tourism context stakeholders are important for the planning and implementation of the activities including residents, tourists, employees, government, local business, competitors, activist groups, educational institutions. Working simultaneously with various stakeholders to achieve the common objective is significant in tourism industry. The actors in tourism development activities are various and collaboration of all those actors can play a great role. Some of them are; government body, NGOs, host community, private sector, etc. By considering this the sample respondents asked about stakeholders collaboration toward tourism development, 74% of them noted that there is no stakeholder collaboration for developing tourism.

Interview with some of local elders also showed that all stakeholders are working separately to attain their personal benefits or interests. There is a factor for not working together for developing tourism such as lack of cooperation and lack of formal relationship between the stakeholders and it is identified as a bottleneck in the study area.

Table 4.14 Stakeholders Collaboration

Is there stakeholder collaboration toward tourism development?		Respondents	
Response	Yes	N	%
	No	26	26
	Total	74	74
		100	100.0
Factors that affect stakeholder collaboration			
	Lack of interest on tourism industry	5	6.7%
	Lack of awareness about tourism industry	20	27%
	Poor coordination	49	66.3%
	Total	74	100%

Source; Own field survey, 2017

As indicated on the above table (4.16), 66.3% of respondents signified that one of the determinant factors is poor coordination. Interview with tourism officer and local elders also stated that there is shortage of coordination among stakeholders and shortage of local government task to coordinate all stakeholders for developing tourism.

From the respondents, 27% of them reported that lack of awareness about tourism is one of the determinant factors that limited stakeholders' collaboration in the development of tourism. As discussed on literature part tourism industry need the collaboration of all stakeholders and it is impossible to achieve tourism development objectives without stakeholders collaboration in the study area.

This suggested that collaboration of stakeholders is one of the significant elements to develop tourism industry. However due to the existence of various factors such as lack of coordination, lack of awareness about tourism industry, lack of formal relationship among stakeholders and lack of interest the stakeholders are not cooperated. These are also identified as the major challenges of tourism development in the study area.

4.3.7 Limited Government Role

According to Waal (2016) government involvement in tourism has a great role to develop the industry at the destination by mobilizing the economic, social, cultural, industrial and infrastructural development of the destination for its people and their future. Government can play a great role in tourism industry by formulating and implementing the rule and regulation for developing the industry. It has a crucial value since in the absence of government role there is increment in unlawful activities this make the destination as well as the industry to decline. The government also has the following significant role in tourism development such as formulating regulatory instrument, voluntary instrument, infrastructures, expenditure and financial incentive to the tourism industry.

According to Mulugeta (2012) government has its' own role in federal, regional, woreda and community level toward tourism development in Ethiopia. At federal level government formulates tourism development policy, strategies and develop implementation plan in collaboration with regions. It also chains the inventory and mapping of existing and potential tourism attraction in the country. At regional level government assess and conducts research, and maps tourism resources in the region and ensure standard of service providing institutions. It also provides training in business and entrepreneurship, skills in customer management, service quality, tour guiding and so on.

Government at local level also conducts preliminary research and identifies the opportunities and threats of tourism development at the destination. Undertakes social, economic and environmental impacts assessments before beginning of any new tourism developments and creates partnership with different stakeholders and enables exchange of information about the latest packages and price at woreda level. Also assists in the provision of facilities which are required by the tourist, such as health services, banks and insurance, safety and security, electricity, telephone and internet.

So the existence of government body and its' role is fundamental to develop tourism in the study area. As table 4.15 below, shows 68% of respondents indicated that the role of government in the study area did not meet the need of tourism industry.

Interview with tourism officer at woreda level and tourism business entrepreneurs also stated that they are not satisfied with the government role to develop tourism industry.

Mehalk Handino who is owner of Hadiya Webet Hotel in the study area explained that local government is weak in providing and insuring banks, insurance, electricity, pure water and internet to their area which is required by tourists and he also told that the local government didn't give more attention to the economic, social and environmental significance of tourism.

This suggested that local government has a power to mobilize all stakeholders to participate in tourism and provide the tourist requirement for tourism business entrepreneurs, however, in doing this local government is too weak.

On the other hand 32% of respondents reported that government is playing significant role in the development of tourism industry in the study area. In the following table (4.17), 53.1%, 25% and 21.9% of respondents indicated that government is playing its role by implementing tourism policy, formulating rule and regulation and creating awareness respectively in the study area to develop tourism industry.

Table 4.15 Role of government

Are you satisfied with the role of government toward tourism development in your area?		Respondents	
		N	%
Response	Yes	32	32%
	No	68	68%
	Total	100	100%
Government contribution for tourism development			
Response	Implementing tourism policy	17	53.1%
	formulating rule and regulation	8	25%
	Creating awareness on stakeholders	7	21.9%
	Total	32	100%

Source; Own field survey, 2017

Generally from this dispute it could be possible to comprehend that the role of local government is weak to implement tourism policy, strategies and plan to develop tourism industry. It is also feeble to conduct preliminary research and identify the opportunities and threats of tourism development. Not strong to assist the provision of facilities which are required by the tourists, such as health services, banks and insurance, safety and security, electricity, pure water, telephone and internet.

4.3.8 Role of Non Governmental Organizations

According to Monzoor (2015) the role of NGOs is important in tourism industry since they can contribute a lot of things for tourism development. The area that NGOs are expected to involve in tourism industry are; giving financial support and training about economic, social and environmental significance of tourism to the local community and other stakeholders.

Table 4.16 Role of NGOs

Have you get any support form NGOs toward tourism development?		Respondents	
		N	%
Response	Yes	28	28%
	No	72	72%
	Total	100	100%

Source; Own field survey, 2017

By bearing in mind the significance of NGOs in tourism industry and to identify their role in the study area the sample households were asked about the role of nongovernmental organizations toward tourism development in the study area. In the above table (4.16), 72% of respondents stated that they did not get any supports from NGOs regarding tourism development in the study area.

Interview with woreda tourism officer and project paper from woreda Culture and Tourism Office (2015) also stated that there are four nongovernmental organizations and five projects in the study area. Only one organization (Catholic) and one project (Compassion International Shone Full Gospel Believer Church) are working with Culture and Tourism Office of the East Badawacho Woreda.

On the other hand, 28% of the sample household and interview with tourism business enterpreneurs indicated that they got financial and training supports from Catholic and Compassion for tourism development.

Mimi Zeme is the owner of Barkot café and restaurant in Weramobonkoya site stated that Catholic and Compassion International Shone Full gospel projects gave financial and training supports in customer management. This helped to upgrade her knowledge in tourism business and now she is expanding her business with the financial support from both NGOs.

This suggested that Catholic and Compassion International Shone Full Gospel Believer Church Project are supporting tourism development. Their supports are significant to develop tourism industry in the study area.

However, it can be possible to realize that the involvement of local and international NGOs in the study area for developing tourism is very low because out of four NGOs and five projects only Catholic and Compassion are involved the rest are not and it is identified as one of the challenges for tourism development in East Badawacho Woreda.

4.3.9 Lack of Training Institutions

Training institutions are one of the major crucial elements in the development of tourism industry by producing educated professionals to the industry. Their existence and absence can also play great role. Education and training can consist of the encouragement of individual development, the need to advance knowledge and to be practical and relevant to the business necessities of the sector. Even though it may be debated what exactly should be taught, in general tourism training helps understanding the phenomenon of tourism and becoming more managerially oriented (ILO, 2010).

According to ministry of Education (2016), out of 33 government universities only 11 universities offer the degree program in tourism and hotel management professions. This number reveals the shortage of training institutions regarding tourism development in Ethiopia.

Interview with tourism business entrepreneurs of the area stated that most of the tourist service centers of the area such as hotels, café and restaurants, pensions and others have no professional workers. Most of them told that this is due to lack of training institutions in the study area.

On the other hand interview with culture and tourism officer of the East Badawacho Woreda indicated that most of the owners of the hotels and restaurants are not volunteer to employ the professional workers. They give a chance to serve their relatives and family members on their hotels and other centers. This is also one of the major factors challenging the tourism development in the area.

In addition to this, the data from training manual document prepared by East Badawacho Woreda Culture and Tourism Office and East Badawacho Woreda Employee and Social Security Agency (2015) pointed out that from 753 registered workers at the tourism business giving centers in 2015 there were no professional workers at any hotels, restaurants, café and other centers of the study area.

Generally it could be possible to recognize that by having this large number of unskilled working force in the study area, it is impossible to develop tourism industry because as the service giving tourism industry is highly in need of professionals or skilled working force on each of the above service giving centers. Lack of training institutions, less effectiveness of the government to train workers and lack of interest to engage the skilled or professional working force on the tourism business giving centers are identified as the major challenges for tourism development in the study area.

4.3.10 Institutional Arrangement

According to Commons (2012) “institution is ‘collective action in control, liberation and expansion of individual action’. Institutions emerge to co-ordinate and regulate interactions between actors and reduce opportunism and uncertainty”. For the effective implementation of certain actions the strong institutional framework is important because as the Commons discussion, it can control, co-ordinate and regulate the action of every actors within certain organization like tourism. So the strong and well organized institutional structure is significant for developing tourism industry.

By considering the significance of institutions in tourism development the respondents were asked about the effectiveness of current institutional arrangements.

Table 4.17 Effectiveness of tourism institution

Do you think that the current tourism institution is effective enough to uphold tourism development?		Respondents	
Response		N	%
	Yes	22	22%
	No	78	78%
	Total	100	100.0

Source; Own field survey, 2017

According to the above table (4.11), 78% of the respondents stated that current tourism institution is not effective to up hold the development of tourism. Interview with woreda Culture and Tourism officer and leaders of tourist council also explained that they are not satisfied with the current tourism institutional framework. They told that the existence of various factors is the reason for its weakness.

The project paper (2015) by Tourism and Parks Case Team in Culture and Tourism Office at East Badawacho Woreda and 52.6% of respondents explained that it's because of weak institutional structure that current tourism institution is not strong enough to uphold tourism development. It has only limited space for professionals and they have only one tourism professional in East Badawacho Woreda Culture and Tourism Office, the structure is not functional at kebele level and it is led by none professional leader are the main reasons for the weakness of institution in the study area.

This implies that human resource problems (lack of professionals or skilled man power) in current tourism institution and weak institutional structure are the main factors that limit tourism development.

Interview with a tourism officer in woreda and 19.2% of respondents also indicated that lack of framework for action is significant factor. The officers at woreda level have no framework to implement the action plan for developing tourism.

Significant number of respondents, 28.2% indicated that the main determinant factor in the study area is the cause for the weakness of current tourism institution that lacks operational guideline.

In addition to this data gathered from tourism officer stated that higher experts (regional and zonal) do not support the officer at woreda level regarding tourism development and the application of action plan. Updated information also does not reach to the lower officer especially to the woreda officer.

Table 4.18 Determinant factors for the weakness of institution

Response	Name of Site								Total	
	Weramobonkoya		TiloKubedintu		Sherkoga		Lenda			
	N	%	N	%	N	%	N	%	N	%
What are the factors that determine the tourism institution in the study area?										
Weak institutional structure	21	80.7	5	50	7	53.8	8	42.1	41	52.6%
Lack of operational guideline	9	25	3	30	4	30.7	6	31.5	22	28.2%
Lack of framework for action	6	16.6	2	20	2	15	5	26.3	15	19.2%
Total	36	100	10	100	13	100	19	100	78	100%

Source; Own field survey, 2017

Generally, from this, it could be possible to recognize that due to weak institutional stricture, lack of operational guideline, lack of framework for action and shortage of skilled human resource current tourism institution is not effective enough to uphold tourism development. It is also identified as the challenge for tourism development in the study area.

4.4 Opportunities toward Tourism Development

In this part the identified opportunities for tourism development in Hadiya Zone East Badawacho woreda were discussed. These include strategic location of the site, the existence of tourism policy, hospitality of host community and tourism potential of the study area.

4.4.1 Strategic Location

Location is fundamental to develop tourism industry and the site as it needs to be accessible to the tourists, preferably in the en-route to destinations which appeal to the same position market. Preferable locations are relatively close to existing highways and have an existing road network on the property.

Regarding this, the data gathered from observation and interview with Hadiya Zone tourism officer indicated that the study area is found at one of the richest tourist routes of southern part of Ethiopia.

Especially at the route of Addis Ababa to South Omo which is one of the abundant tourists routes of the country. Proximity to this route can create a great strategic opportunity access to the market. The data gathered from interview of the woreda tourism officer indicated that the study area is crossed by one of the preferable and the great high way from Addis Ababa to Jinka. It can be possible to reach within one hour driving from Hawassa airport the study area.

Generally from this, it could be possible to understand that strategic location of the site such as proximity to Hawassa airport and proximity to southern tourism route and crossed by one of the preferable high way give a great chance to have visitors and also it is identified as one of the key opportunities to develop tourism industry in the study area.

4.4.2 Tourism Policy

According to MoCT (2009) the Federal Democratic Republic Government of Ethiopia by considering the economic significance of the tourism industry formulated the tourism policy in 2009.

The absence of clear tourism policy for a long period of time would lay the direction for the cooperation and coordination that should exist among the government; the private sector, the community at tourist attraction sites, the general public and other stakeholders, it has not been possible for the country to derive full benefits from the sector. This policy also gives attention in the following significant things;

- ❖ guiding the sector in a broad based development framework
- ❖ developing the existing and new tourism attractions and products
- ❖ expanding the infrastructure and tourist services that are vital for the growth of the sector
- ❖ ensuring that the country benefits from the sector by being sufficiently competitive in the international tourism market, and
- ❖ Solving the serious limitations in capacity which is apparent in the industry.

Regarding this, interview with tourism officer of Regional Culture and Tourism Bureau revealed that they are working to implement this policy in collaboration with zonal and Woredas to develop tourism. So, having of tourism development policy is one of the most important elements because it is used to regulate and implement the strategic plan for developing tourism. It also plays a great role in cooperating and coordinating the existing government, private sector, the local community at tourist attraction sites and other stakeholders in the study area.

From this it could be possible to distinguish that having clear tourism development policy in the country level is the great opportunity for tourism development in the study area because it is used as a guideline.

4.4.3 Hospitality of host Community

According to Benny and Murray (2013) hospitality is the act of kindness in welcoming and looking after the basic needs of customers or strangers, mainly in relation to food, drink and accommodation. A contemporary explanation of hospitality refers to the relationship process between a customer and a host.

It is also discussed in literature part that the host community with their tremendous cultural and natural tourism potential has a great value for developing tourism industry. They are also the heart of tourism development.

Hospitality of the local community is the most significant thing and it encouraged visitors to come and visit the area. Regarding this the data gathered from interview with local elders, tourism business enterprunure and tourism officers at woreda stated that the study area is gifted with good hospitality of the local community.

The data from training manual paper prepared by Tourism and Park Case Team in East Badawacho Woreda Tourism and Culture Office (2015) also discussed about the guests' recommendations. It explained that guests have good advice about the attitude of the host communities and they described them as friendly people, open, honest and welcoming.

This implies that the local community has good feelings and appreciations about the coming of visitors. It is identified by this paper as the opportunity to develop tourism industry in the study area.

4.5 Tourism Potential

At this part tourism potentials of East Badawacho Woreda were explored. As it discussed in the previous chapters especially in the literature part, the study area is known by its tremendous natural and cultural tourism potentials.

4.5.1 Natural Tourism Potential

The existence of natural tourism potentials in the study area is considered to be the greatest opportunity to develop tourism industry. Natural tourism potentials are the entire flora, fauna, ecosystem generation and geological features inherited from past generation and maintained in the present, to be passed on to future generation (WTO, 2014).

Annual report of Woreda Culture and Tourism Office (2014) stated that there are a lot of natural tourism potentials in the study area such as; three natural lakes (Budamede at Sherkogeferso site, Tilo it found between Werambonkoya and TiloKubedintu site and Mechefera Lake at Weramobonkoya site), a hot water spring (Adabe), water fall (Finchaw) natural cave (Shalobolo and other).

Having such tourism potentials in the study area make it more attractive and unique from other parts of Hadiya Zone and it's a great opportunity to develop tourism, since tourism potentials are the hub of tourism industry.

4.5.1.1 Budamed Lake

Among the three Lakes of the area Budamed is the largest one, it is surrounded by rock and around the lake there is soda ash. Its name was derived from two Hadiyisa words “Bud and ameda” (horn and catch); it has only one narrow road from the top of the hill to the water body and it is not possible to pass cattle which have big horns through this road due to this cause they call it Budamed. The area covered by the lake is 105square km. It is 356 km far from Addis Ababa, 120 km far from Hawassa. It is an attractive site for tourists (EBWCTO, 2015).

Figure 4.2 Lake Budamed



Source; Own field photo, 2017

Interview with local elders and data from project paper prepared by Woreda Culture and Tourism Office (2015) stated that the length from the top of the hill to the water body is up 70-100 m long. It has no tributary rivers; however, the amount of water is constant throughout the year. The magnificent peaks of the lake side also serve as the surrounding natural watching points for tourists.

4.5.1.2 Tilo Lake

Tilo Lake is the second largest and deepest lake of the area and its beautiful surrounding landscape is attractive site for tourists. The area covered by the lake is 82 square km. It is 361 km far from Addis Ababa, 125 km far from Hawassa. It is an attractive site for tourists (EBWCTO, 2015).

Figure 4.3 Lake Tilo



Source; Own field photo, 2017

Key informants revealed that there are a lot of hot water springs around the lake, seasonal birds, soda ash and there is no tributary river but the amount of water never decreases throughout the year. According to the informants in ancient times there were a lot of aquatic and terrestrial wild animals around the lake, such as hippo, crocodile, serval cat, Duicker, hunting dog etc. However, at the present day their number is decreased and some of them have migrated to other areas due to deforestation, illegal hunting and overgrazing. This suggested that Tilo lake and its surrounding environment are highly endangered.

4.5.1.3 Mechefera Lake

The existence of an island at the middle of the water, seasonal bird, changing of its' color, existence of aquatic animals and its' attractive landscape make the lake more attractive and unique than other lakes of the area (EBWCTO, 2015).

Interview with local elders and tourism business entrepreneurs stated that the unique feature of Mechefera Lake such as changing of it color depending on the duration of time, the existence various birds and plant species could make it the best place for bird watcher visitors and also have the power to attract researchers who study bird species.

Figure 4.4 Lake Mechefera



Source; Own field photo, 2017

Interview with the tourist council at Weramo site indicated that the tourists in search of the area are more attracted on Mechefera Lake. From this it could be possible to understand that Mechefera, as well as other two lakes of the area and their surrounding environment have a power to attract tourists.

4.5.1.4 Adabe hot water spring

Interview with local elder and written source of documents which are prepared by East Badawacho Culture and Tourism Office such as brochures and magazines, point out that the study area are gifted with diverse hot water spring.

One of the local elder Lombebo Liranso, who is the leader of one tribe, told that out of those hot water springs, Adabe hot water spring is more known in the surrounding area. It is situated at the upper part of Belate River in Weramobonkoya kebele and it is a form of geyser, which shoots up hot water from deep inside the ground. It is used for medication purpose and many people from different parts of the country come to use this hot water spring.

This imply that Adabe hot water spring has a power to attract domestic and international tourists and it's a great opportunities to develop tourism.

Figure 4.5 Adabe hot water spring



Source; Own field photo, 2017

The surrounding landscape of Adabe hot spring is too attractive and it has a power to catch the eyes of the visitors. In addition to this other significant natural tourism potentials of the area is Shalobolo cave and it exists in Sherkogeferso site, which is amazing complex of natural cave. Interviews with local elders and tourist council noted that this cave had been used by ancient people of the area for religious purposes.

4.5.1.5 Finchaw water fall

The rugged nature of the terrain and the long rainy season are reasons for the formation of Finchaw water fall in Lenda site. This natural fall formed at Bilate River which crosses the study area (WCTO, 2014). The brochures and magazines prepared by the Woreda Culture and Tourism Office (2015) stated that the fall is over 70m wide and 50 m deep.

It is more spectacular when it thunders over the some released from this fall cover wide the area and seen from a distance.

Figure 4.6 water fall



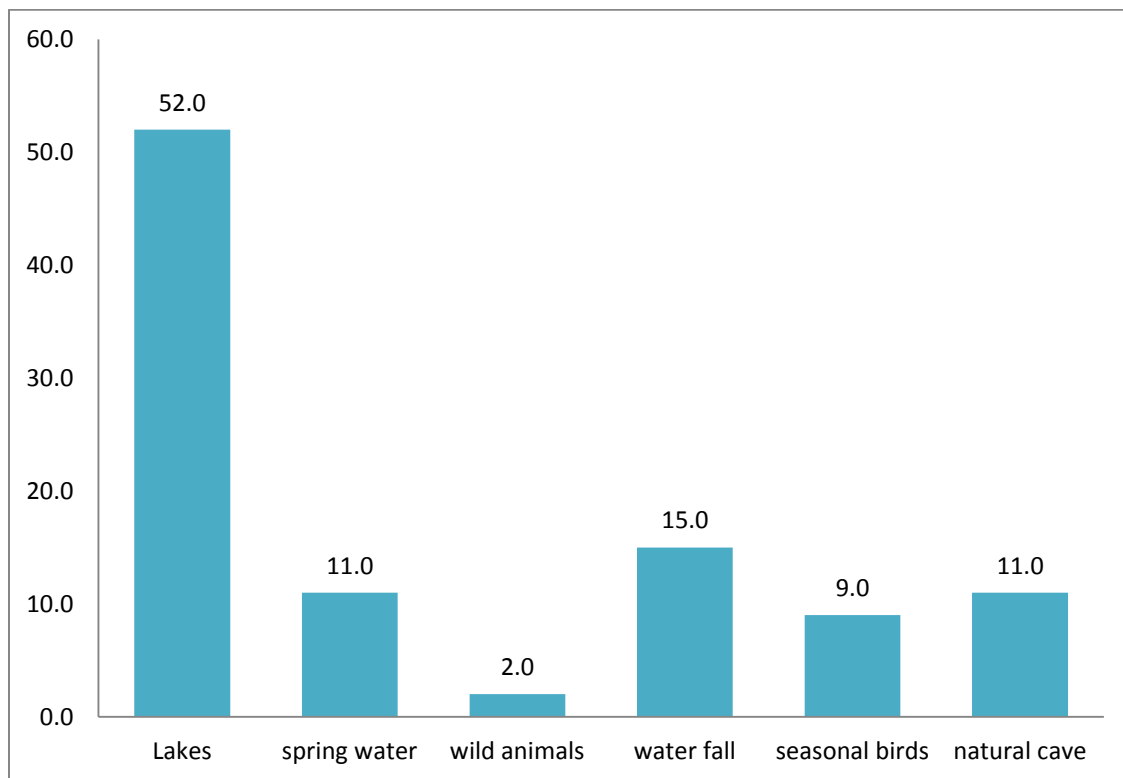
Source; Own field photo, 2017

The local elders during the interview time indicated that they use the fall area for different traditional practice like “sinqe” celebration (traditionally the local women performed at the time of disaster that happen on their area) and used as set of conflicts resolution. From this it could be possible to understand that the spectacular nature of Finchaw water fall is the greatest opportunity to develop tourism.

To identify the natural tourism potentials of the study area respondents asked about natural tourism potentials. More than half of the respondents, 52% of them revealed that lakes are dominant natural tourism potential of the area. Data from field observation explained that from the selected four sites lakes exist in three of them.

On the other hand out of the sample respondents, 11%, 2%, 15, 9% and 11% of them confirmed that the existence of hot water spring, wild animal, water fall, seasonal birds and natural cave are available respectively. The study area is also gifted with different natural tourism potentials such as attractive landscapes, aquatic animal etc.

Figure 4.7 natural potentials



Source; Own field survey, 2017

Generally, the study area is gifted with enormous natural tourism potentials which are great opportunity to develop tourism. Three lakes, hot springs, water fall, natural cave, various bird species and aquatic animals on Mechefera Lake are identified as the natural tourism potentials of the area and they are a greatest opportunity to develop tourism industry in the study area.

4.5.2 Cultural Tourism Potential

As discussed in the previous chapter, especially in the literature part, all the nation and nationalities of SNNPR have their own culture and custom. The data from magazines was prepared by East Badawacho Woreda Culture and Tourism Office (2016) stated that the study area holds diverse tangible and intangible cultural potentials with traditional cultural expressions, languages, and norms.

Tangible tourism potentials include old churches, mosques and stele sites. Intangible tourism potentials of East Badawacho woreda are rich with exceptional varieties which include oral tradition, social practice, performing art, indigenous knowledge (conflict resolution, traditional medication) and other living expressions.

4.5.2.1 Tangible Tourism Potentials

In this part tangible tourism potentials of the area were discussed. Interview with officer of Culture and Tourism Office at woreda stated that they distinguished some of the tangible tourism potentials of the area, such as churches, mosques and stele sites.

Interview with local elders and officer at woreda Culture and Tourism Office indicated that in the study area there are old churches with tremendous religious heritages. Most of the Orthodox Churches replica arks of Covenants came from the northern part of the country and Churches are built on the top of hills & towns. Within all churches there are a lot of tourism articles such as various crosses, old books, pictures and different old religious instruments.

There are some old mosques found in the study area. Within each of those mosques there are different old religious books and a lot of religious materials. All these mosques are ancient and actual religious tourism sites for domestic tourists.

Interview with tourist council and local elders revealed that the study area is gifted with stele sites. From the selected sites Lenda has dominant stele sites. Most of the steles have two kinds' of shape, one with cylindrical shape, which represents male sex organ while the one is flat with engravings.

This suggested that Lenda site is dominantly known by its' stele potentials and it has a power to increase the flow of international tourists to the study area. Some of stele pictures found in Lenda site are presented as follows.

Figure 4.6 stele sites



Source; Own field photo, 2017

There is also a manmade historical cave used by local people in the ancient war times to defend themselves from enemies attack. The study area is also gifted with various cultural products such as hand crafts.

Local communities can, therefore, earn income by selling locally produced artifacts to tourists. Cultural products include artifacts made from traditional garment and wool, jewelry, pottery, wood, netting, weaving and basketry. The following figure points out some of the handcrafts.

Figure; 4.7 Hand crafts



Different jewelry, musical instrument & traditional cloth



Traditional food container and hand crafts



Traditional pillow (head rest)



Pottery

Source; (EBWCTO, 2015)

Generally, the area is gifted with a lot of tradition clothes, musical instruments such as chacha, turumbula, dibe, gambabuta etc, traditional food and beverages (chuko, hansabelo, anakalo etc), hand craft, different materials used for various purposes and religious sites. These are identified as the tangible cultural tourism potentials and they are the greatest opportunity to develop tourism in the study area.

4.5.2.2 Intangible Tourism Potential

Girma (2013) explains that intangible cultural tourism potentials are the practices, representations, expressions, knowledge, skills and cultural spaces associated with the communities, groups and, in some cases, individuals recognize as part of their cultural heritage. They are transmitted from generation to generation, are constantly recreated by the communities and groups in response to their environment, their interaction with nature and their history, and provide them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity.

Interview with local elders showed that there are numerous intangible cultural tourism potentials in the study area. It had been practiced for a long period of time such as, folktales, proverbs, legends and performing traditional dance and music, etc. They are performed in different occasions such as, in-group discussions, meetings and holidays for instance folktales and proverbs have been used by many people in communal gatherings and discussions to endorse statement and opinions, to compromise ideas, redirect the course of discussions and to spice up speech and validate one's own view.

Annual report of East Badawacho Woreda Culture and Tourism Office (2015) revealed that there are different social practices in the study area performed by the local people in different times and occasions. These include: Rituals & festive events, burial ceremony, marriage, funeral, self help association, men & women dressing style, conflict resolution mechanism, traditional reconciliation, sacrifice, various rites of passage, hairstyle, new-year.

Generally, this suggested that having of such tourism potential is significant for tourism. The above listed and other tourism potentials of the area are identified in this paper as the opportunity to develop tourism.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

This chapter deals with conclusions and recommendations. The first part presents the major conclusions drawn from the findings. In the second part possible recommendations deemed to be relevant and significant are given based on the findings and conclusions. This thesis attempted to identify the challenges and opportunities for tourism development in Hadiya Zone; case study of East Badawacho woreda. Data were obtained from HHs, key informant interview, observation and secondary sources that have been discussed were concluded.

The following outline has been made based on the data discussed and analyzed in the previous parts of the paper. Concerning knowledge most of the local communities are not aware about the presence of tourism. On the other hand most of local communities have interest in the development of tourism and they appreciate the coming of visitors.

The area is found to be rich with natural and cultural as well as historical tourism potentials that can attract different tourists across the world. However, due to the existence of different challenges the study area is not necessarily benefited from tourism industry. The following factors are identified as the major challenges and opportunities for tourism development in the study area. The dominant factor in relation to the safety is lack of service quality. Most hotels, restaurants, pensions, cafes and other centers in the study area have service quality problems. Generally factors related to lack of quality service, shortage of accommodation, environmental distraction are identified as determinant factors related to lack of safety for visitors and challenges for tourism development.

The problem related to shortage of road access to reach the sites is identified as the infrastructural challenge for tourism development. Data explain that shortage of road access is one of the major challenges of tourism development in the study area. Shortage of communication infrastructures, such as lack of internet access, lack of tourist information giving centers, shortage of fax and the like were identified.

Shortage of social infrastructures such health center and medical instrument, shortage of pure water especially in Weramobonkoya site, lack of power supply in three of the selected sites except Lend were also identified as major infrastructural challenges for tourism development in the study area.

Creating awareness on local community toward tourism development is vital to faster tourism in the study area. However as a result of different factors the local community is not aware about tourism industry such as low level of tourism development being the major factor followed by lack of training institution as the reasons for lack awareness about tourism industry.

Developing new tourism products and updating the existing products are necessary for developing tourism industry. Lack of knowledge to improve the tourism products, shortage of international tourist flow and lack of market are the challenges for tourism product development as well as tourism in the study area.

Products in tourism industry are various, such as Agro tourism, health care tourism, traveling agent', tourist shops, eco-lodges, restaurants, tourist hotels, home stay units, boutique hotels and villas, professional event organizers, camping sites, spa and wellness centers, boats service and the like. Due to lack of knowledge and shortage of market tourism business entrepreneurs only focus on the production of hand crafts, guiding and horse riding in the study area.

Lack of promotion and marketing are the challenges for tourism development in the study area. Data from survey, interviews and secondary sources indicated that the activity to promote the study area using different promotion tools, such as advertising, sales promotion, public relations, and personal selling is too weak.

Coordinating all stakeholders to develop tourism industry is one of the main activities of local government to develop tourism. However, stakeholders are working separately to attain their personal benefits or interests. They have reasons for not working together for developing tourism such as lack of cooperation and lack of formal relationship between the stakeholders identified as bottlenecks in the study area.

There are different NGOs found in the study area. However, only some of them such as Catholic and Compassion are contributing for developing tourism in the area. Also lack of training institutions regarding tourism industry was identified as a challenge of tourism development in the study area. Due to lack of training institutions there is high number of unskilled professionals in most of the tourist service centers in the study area.

Host community with their hospitality, tremendous cultural and natural tourism potentials have a great value for developing tourism industry. However, due to various factors such as lack of awareness, lack of opportunity and lack of technical support the host community did not contribute for tourism development. On the other hand, hospitality of local community in the study area is identified as opportunity for tourism development.

Strategic location of the site such as proximity to Hawassa airport and proximity to southern tourism route and being crossed by one of the preferable high ways from Addis Ababa to Jinka are identified as one of the key opportunities to develop tourism industry in the study area.

Due to the absence of clear tourism policy that would lay the direction for the poor cooperation and coordination that should exist among the government, the private sector, the community at tourist attraction sites, the general public and other stakeholders, it has not been possible for the country to derive full benefits from the sector. However in 2009 the Federal Democratic Republic Government of Ethiopia formulated the first tourism development policy identified as the opportunity for tourism development in the study area.

East Badawacho Woreda is rich with tourism potentials such as natural (three lakes, different hot water spring, water fall and natural cave), cultural (old churches, stele sites, mosques and intangible). The above mentioned factors are identified as the major challenges of tourism development in the area while hospitality of host community, the existence of the site at the location of southern route, existence of tourism policy and tremendous tourism potential are identified as the opportunities for tourism development in the study area.

5.2 Recommendation

The findings of this research identified a lot of challenges limiting the development of tourism and opportunities realized in the study area are carefully identified. Therefore, based on the findings of the research, the following suggestions are assumed to play a vital role in improving the tourism development activities. They enhance to use the existing opportunities and can minimize challenges of tourism development.

As indicated in the previous parts the study area faced challenges related to lack of safety and security, the main determinant factors that confront tourism in assuring quality services. Regarding these giving continuous training to four major sectors, namely; food and beverage, professional cookery, housekeeping and front office operation is recommended. In addition to this, giving training on the customer care and in general tourism industry for the owners of the tourism business centers and their employees by the local government and none government organization is mandatory.

Stakeholders' collaboration is vital in tourism development. So, local government is supposed to coordinate all stakeholders such as host community, employees, local business, competitors and educational institutions by giving training and providing suitable conditions.

The current tourism infrastructural development of the study area is not adequate to meet the need of tourism industry and this is identified as one of the challenges for tourism development on the area. The local government is supposed to build road, bridge, enough communication infrastructures and health centers as well as provide accommodations within each site by mobilizing the local community, private and other stakeholders.

The host community is not aware of tourism industry and this is one of the major challenges for tourism development on the study area. So the tourism planer of the area ought to create awareness on local community and other stakeholders using different alternatives such as training, encouraging the participation of local community, developing tourism industry and by making benefit sharing mechanism to host community and so on.

Tourism business entrepreneurs and other stakeholders ought to advance or upgrade (bed rooms, cafés and restaurants, bars, and the worker should improve their language by taking short term training etc) the existing tourism product and they should develop new tourism products (rural tourism, health care tourism, tourist shops, safari tours by vehicles or horses, eco lodges, boutique hotels and villas, professional event organizer, boat service on lakes, spa and wellness center) in their area.

Marketing and promotion is vital and it is the core for developing tourism at a destination, therefore, the local government and other stakeholders should develop marketing strategies by segmenting the market and identifying the right target customers, marketing communication and promotion activities, facilitating the visits on the study area.

The government is vital to develop tourism because it can control, regulate and coordinate the overall developmental activities. Therefore, the local government should play its' role by formulating rules and regulations. It is supposed to also implement the developmental plan, by collaborating and coordinating with all stakeholders in tourism development.

The support from NGOs is significant for developing tourism. In addition to Catholic and Compassion, others found in the study area ought to contribute their efforts to develop tourism. Therefore, they should give financial support and training on the significance of tourism industry to the local community as well as to the whole public. Their role on tourism development is significant hence, they should have budget for training and financing for such kind of developmental activities.

The role of training institutions in tourism industry is needed since it produces the skilled man power to the industry. So the local authorities, local universities, industry partners, private sector education institutes, potential training providers of public and private sector and others, to meet the emerging demand should open hotel and tourism training institution in the study area to alleviate the existing challenges. Besides the above mentioned suggestions the scientific study of a areas potentials should be made and documented.

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Declaration

I, the undersigned, declare that the thesis is my original work, has not been presented for a degree in any University and that all sources of material used for the thesis have been appropriately acknowledged.

Declared by:

Confirmed by:

Name: _____

Name: _____

Signature: _____

Signature: _____

Annexes

Annex, 1: Household Survey Questionnaire

Information and Permission

The purpose of this questionnaire is collecting the significant data for my thesis concerning to the title; Challenges and Opportunities for Tourism Development in Hadiya zone: the case of East Badawacho Woreda. I confirm you that all data will be treated confidentially and only aggregate information will be utilized. Therefore, I kindly request your cooperation to fill out the questionnaire accurately considering the importance of the study. Also I assure you that there is no any concealed issue other than the research for academic purpose. Therefore, your genuine and correct response has a great value and role in my research and to the study area. I appreciate your honest and correct response to the questions listed below. So I ask you to fill the questionnaire carefully and appropriately.

Thank you in advance for your cooperation

I: Socio Economic Profile

1. Sex; - Male ☐ Female ☐
2. Marital status; - Married ☐ Single ☐ Widowed ☐ Divorced ☐
3. Age; - under 18 years ☐ , 18-64 Years ☐ , > 65 years ☐
4. Educational level; - 1-8 ☐ , 9-12 ☐ College graduate and above ☐ Adult ☐
education ☐ schooling ☐
5. Family size; - Male Female total
6. What is your main source of income for the household?
Agriculture ☐ trade ☐ daily wage ☐ salary ☐ tourism related activities ☐

II. Knowledge, Attitude and Interest Assessment toward Tourism

7. Do you know that tourism industry is going on in your area? Yes ☐ No ☐
8. If your answer is 'yes' what is tourism industry means?
.....
9. What was your feeling when tourism was started in your locality?
Happy ☐ Disturbed ☐ No Opinion ☐ Good ☐

10. Do you appreciate the coming of visitors? Yes ☐ No ☐

11. How do you feel when you meet visitors?

Happy ☐ Disturbed ☐ No Opinion ☐ Indifferent ☐

III Challenges and opportunities toward Tourism Development

12. Have you noticed any safety and security problem for the visitors? Yes ☐ No ☐

13. If the answer for question number 12 is 'Yes' what are that problem?

No	Kinds of problems	Mark
1	Disaster	
2	Political security	
3	Safety in communication	
4	Environmental security	
5	Quality assurance of services	
6	Other	

14. Are you happy with the tourism infrastructural development of the area?

Yes ☐ No ☐

15. If the answer for question number 14 is 'No' what are the tourism infrastructure problem of the area?

No	Infrastructure problems	Mark
1	Lack of road access	
2	Shortage of communication infrastructure	
3	Shortage social infrastructure	
4	Shortage of pure water supply	
5	Lack of power infrastructure	
6	Other	

16. Do you think that the current institutional frame work is effective enough to uphold the tourism development? Yes ☐ No ☐

17. If the answer for question number 16 is 'No' what are the factor that determine the tourism institutional framework to be weak for developing tourism in the study area?

N_o	Determinant factors	Mark
1	Weak institutional structure	
2	Lack of operational guideline	
3	Poor regulation framework	
4	Lack of framework for action	
5	Poor system and process	
6	Other	

18. Do you think that the local community is aware about tourism development in you
your area? Yes ☐ No ☐

19. If the answer for question number 18 is 'No', which of the following is the main
problem?

Lack of interest ☐ lack training institution ☐ low development of tourism industry ☐

Other

20. Have you produce a product for a tourism market?

Yes, ☐ No ☐

21. If your answer to question # 20 is 'yes', which of the following product that you
product for tourism market?

A. hand craft

B. guiding service

C. offering traditional music

D. Horse riding

22. If your answer to question # 21 is 'No', which of the following are the significant
reasons for you?

A. No enough visitors are come

B. lack of interest for producing tourist production

C. No enough market demand

D. Other specify _____

23. Where do you sell your tourism products?

A. On destination B. taking to the souvenir shops C. Others specify

24. Is there any tourism promotional activities had been done in your locality by tourism developing planer? Yes ☐ No ☐

25. Have you seen the stakeholder collaboration in tourism development activities?

Yes ☐ No ☐

26. If the answer for # 25 is 'No', which one of the following are the important reasons for you?

No	Factors that hinder stakeholder collaboration	Mark
1	Lack of interest on tourism industry	
2	Lack of awareness about tourism industry	
3	poor coordination	
4	Other specify.....	

27. Are you satisfied with the role of government in tourism development in your area?

Yes ☐ No ☐

28. If the answer for # 27 is 'Yes', what are that role contributed by the government for the development of tourism in your area?

A. Formulating tourism policy

B. Formulating plan and strategies

C. Creating awareness on stakeholders

D. Other specify.....

29. Have you any support for the development of tourism from NGOs in your locality?

Yes ☐ No ☐

30. Do you think that the current training institutions works are effectively enough to development tourism? Yes ☐ No ☐

31. Have you contribute anything for the development of tourism industry in your area?

Yes ☐ No ☐

32. If your answer for question number 32 is 'No', what is the significant reason?

A.Lack of awareness B.Lack of Interest C.Lack of opportunity D.Lack of technical skill

IV. Tourism Potential Assessment Part

33. Do you have tourism potential in your area? Yes ☐ No ☐

34. If the answer for # 33 is 'Yes', what are the tourism potential that existed in your area?

A. Cultural B. Natural C. Historical D. other

35. What are the natural tourism potentials of your area?

A. Lakes B. spring water C. wild animals D. Water fall E. Seasonal birds F.

Natural cave G. other

36. What are the cultural tourism potentials in your area?

A. traditional food

B. skill

C. traditional dance

D. Special event

E. Other

37. What are the historical tourism potential of the area?

A. Monuments

B. Palace

C. Buildings

D. Other

Annex, II;-Interview Questions for Tourism Officers at Regional, Zonal and Woreda Level

1. What are the tourism potentials of the area?
2. What is your organization role in tourism development activities?
3. What types of promotional and marketing strategy that you use for tourism development in your area?
4. What are the factors that hinder tourism development in East Badawacho woreda?
5. Is there any attempt to form close working relationship with tourism stakeholders?
6. What are the challenges that you faced in the due process of tourism development?
7. What are the favorable conditions for developing tourism industry in the area?
8. Do you have a tourism policy and strategies for developing tourism at a regional level?
9. What are the significance of tourism policy and strategies for developing tourism?

Annex, III;-Interview Questions for Tourism business entrepreneur

1. What are the services or products that you provided to the tourists?
2. What are the benefits that you get from tourism industry in your area?
3. What are the government initiatives that you to participate in tourism industry?
4. What are the main obstacles for tourism development in your East
BadawachoWoreda?
5. Is there any barriers that you face due to the coming of visitors to your locality
regarding to culture?
6. What are the tourism potentials which existed in your area?
7. What kind of roles does your enterprise play on the development of tourism industry
in the East BadawachoWoreda?
8. Have you taken any training on tourism business? Is it Short or long term training?
What topics are covered?
9. What are the opportunities for developing tourism in your locality?

Annex, IV;-Interview Questions for Tourist Council and Elders

1. What is your position in tourism council in East BadawachoWoreda?
2. Have you taken any training on tourism business? Is it Short or long term training?

What topics are covered?
3. What are your main roles in tourism development in East BadawachoWoreda?
4. What are the overall tourism development conditions in your area?
5. What are the outcomes of tourism industry in your area?
6. What are the tourism potentials in your area?
7. What are the challenges that the tourism industry faced in future development?
8. What should be done to better enhance the performance of tourism in your locality?
9. What are the opportunities for tourism development in your area?

Annex, V; -Observation Checklist

The observation checklists stated below employ for the entry points to carry out observations during the entire fieldwork.

1. The location of the tourism potential site and the social services, infrastructures
2. Location and practice of institutions (tourist hotels, government bureaus).
3. Tourist interaction settings (market centers, handicraft shops, lake sides, cultural houses, etc)
4. Preservation and conservation status of the sites - surrounding environment, environmental hygiene, pollution, entry to the areas and heritage protections etc
5. Activities of tourist business entrepreneurs (accommodation and services provides and so on)
6. The activities and role of tourist councils to ward tourism development