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ADDIS ABABA UNVIRSITY
SCHOOL OF GRADUATE STUDIES
COLLEGE OF SOCIAL SCIENCE

**A STUDY ON SOCIO-ECONOMIC IMPACTS OF TOURISM IN AXUM
TOWN, TIGRAY REGIONAL STATE, ETHIOPIA**



By: GEBREANENYA GEBRU

JUNE, 2011
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A THESIS SUBMITTED TO THE SCHOOL OF GRADUATE STUDIES OF ADDIS
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ABSTRACT

This research paper tries to assess the multi-dimensional impacts of tourism in Axum which increases from time to time as the tourist flow increase, identifying problems which hindered the tourism environment and examining the magnitude of the multi-dimensional linkages between tourism and the local community.

The main objective of the study is to understand the socio-economic impact of tourism. To achieve the objective the researcher designed a proper methodology which includes both primary and secondary data. The primary data collected through questionnaires, KII, FGD and observation from 208 total respondents. To support the primary data secondary data also collected and all were analyzed both qualitatively and quantitatively.

As the finding indicates, tourism has a multi-dimensional impact in terms of economically, socio-culturally, environmentally as well as politically. For instance the positive contribution of tourism are: source of employment for 2389 peoples and the number of employed workers in business HHs also increase by 11% every year, similarly the income of business HHs also increase by 8.8% every year as the tourist flow increase. Similar to economic impact the sector has also socio-cultural, environmental and political importance such as infrastructural improvement, preservation of attractions, create environmental awareness and encouraging power and liberating effect of women's are few among the positive impacts. In the contrary the sector has also negative impacts in terms of motivating begging and dependence, seasonal unemployment and unstable income, aggravating prostitution and student dropout, loss of cultural identity, environmental and heritage degradation and taking of intelligence are few among the negative one but the positive impact of tourism is out weighted than the negative one.

Even though, the sector has its own contribution in the town in multi-dimensional way the town cannot gain from the sector as its potential of attraction endowment due to poor infrastructure and accommodation provision, social related problem such as begging, theft and high entrance fee of attractions, inadequate in quality and quantity service pervasion, Lack of awareness and promotional works, lack of coordination as well as geographical location are among the few factors for the underdevelopment of the sector in the town.

Finally this paper recommended that participation and coordination of all concerned bodies and stake holder s is very imperative in supporting and expansion of infrastructures which helps to increase tourist flow and income earned from it and its consequences to socio economic befits by giving higher attention to minimize the negative impacts.

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LIST OF ACRONNMYs

ARCCH	Authority for Research and Conservation of Cultural Heritage
CSA	Central Statistics Agency
EMA	Ethiopia Mapping Agency
ETC	Ethiopia Tourist Communion
ETO	Ethiopian Tourist Organization
FDRE	Federal Democratic Republic of Ethiopia
FGD	Focus Group Discussion
GDP	Gross Domestic Product
GNP	Gross National Product
HHs	Household Heads
KII	Key Informant Interview
MCT	Ministry of culture and Tourism
MDG	Millennium Development Goal
WTO	World Tourism Organization

CHAPTER ONE

1. Introduction

1.1 Back ground of the study

Tourism has emerged as one of the world's socio-economic sectors and has been steadily expanding at average rates of about 4 and 4.5 percent annually during the latter half of 20th century. Globally tourism generated an estimated US\$3.4 trillion in gross output, contributing 10.9 percent of the world's gross domestic product (GDP), creating employment opportunity for about 212 million people and producing US \$637 billion in government tax revenues by the year 1995, (World Tourism Organization, 1995). Tourism has become one of the major deriving forces of the world economy with 903 million tourists traveling every year globally (UN WTO, 2008). Until recently tourism become as a means of solving developmental bottle necks of developing nations. This sector of the economy is often identified as a divers and decentralized industry which is believed to affect several sectors of local economies because it is 24 hours a day, 7 days a week, labor intensive business and generates multiple employment opportunities across sectors and for every section of a society (wearing et-al,2000). However, mass tourism brings many problems along (William et-al 1994 cited in Hall, 1998). The essence of mass tourism, being driven, controlled and owned by forces outside of communities of the destination areas, it lacks creating sustainable employment (non seasonable employment).Moreover, degradation and depletion of indigenous environment, culture and heritage are some of the complex direct impact of mass tourism (Rowe etal, 2006).In connection with this impact the position of the tourism industry in the developing country was very back ward until very recent past. Since this recent past the developing countries started to give attention mainly to promote their economic development and to solve their problems of balance of payments (Robinson, 1979).Africa was among these developing continents. The international tourist arrivals to Africa have shown improvement (WTO; World tourism forecasting V.2, 1994). The tourist arrivals in Africa in 1950 were 500,000. This number increased to 24,000.000 with in the next fifty years. The revenue collected from this sector has also shown improvement. The Ethiopian tourist organization was founded first by the imperial regime in 1964. Since this time the number of tourists and revenue collected increased well, (see table 2.3, 2.4and 2.5). In the Derg regime, at the beginning the tourist arrivals showed decline although the situation improved later on. In the FDRE government the tourist arrivals as well as the revenue collected have increased for the past seventeen years. Based on the UN WTO current analysis of tourist arrivals put Ethiopia's average annual growth international tourist arrivals at 5.6% for the period 1990 -2000, and at 15.4 % during the period 2000 -2008. Yet the fact that, for instance, Ethiopia's share of the tourist flow to East Africa Region of seventeen countries in 2007 was 0.7% demonstrates the very low stage of development the country is at despite its numerous historical, cultural and natural attractions, (Ministry of Culture and Tourism, 2009).

The tourist in flow in the developing countries has both benefit and cost. But most of the tourism programmers in developing countries have been carried out without sufficient and careful attention of the various benefits and cost involved. In this regard tourism has played both positive and negative roles in the developing countries. The positive impacts can be providing employment opportunities, generating foreign exchange, development infrastructures and social services, contribution towards the preservation of cultural heritages and developing cross cultural exchange. On the other hand, creating unbalanced economic development, the feeling of dependence on tourists, increasing incidences of crimes, loss of historical resources, aggravated prostitution, alcoholism, in sanitary condition and influencing the customs, lifestyle and tradition, environmental pollution and political influences of the host communities are among the few examples of the negative impact of tourism, (Ianranges, 2010). As Ethiopia is among these developing countries the above mentioned impacts directly or indirectly influence especially the main tourist destination of the country such as Axum, Gander, Lalibela, Bahir Dar and other tourist destinations areas of Ethiopia. Therefore the researcher wants to study the impacts in order to minimize the negative impacts and upgrade the positive impacts by creating favorable environment for the sector in order to become economically, socially, culturally, environmentally and politically, friendly and sustainable. In this way this paper was an impact assessment on the socio economic impact of tourism in Axum town.

1.2 Statement of the problem

At present Axum is one of the top tourist sites in Ethiopia due to this reason the numbers of tourists visiting Axum is increasing from time to time. For instance the numbers of tourists both the international and domestic tourists in 1998 were 6,625 and 9,480 respectively. After twelve years (2010) the number of international and domestic tourists increased to 18,032 and 22,359 respectively so, with the rising number of tourists in the area, various socio-economic and environmental as well as political impact of tourism is expected to increase too. For instances, loss of cultural identity, aggravating prostitution and heritage degradation are common problem in the area at present. Assessing the magnitude of the social, cultural economical, environmental and political impact of tourism is very crucial so as to indicate the possible suggestions. This impacts assessment is also useful to identify the costs and benefits of tourism, identifying these impacts leads us to formulate strategies in order to reduce the costs and maximize the benefits of tourism. In line with this the researcher motivates to study on such topic because of Axum could not get benefit from the sector as its expected and in line with its potential of tourist attractions. So to see and investigate the hindrances of the development of tourism in the study area is one reason. Secondly, as we know tourism has both positive and negative impacts on culture, social, economy environment and politics in terms of providing employment opportunities, generating foreign exchange flow, development of infrastructure and social services, developing cross cultural exchange etc are positive impacts of tourism side by side the major problems or negative impacts of tourism are; increasing

incidence of crimes, aggravating prostitution, alcoholism, environmental pollution, increasing students dropout, influencing the customs, life style and traditions of host communities and etc are the major problems. In the study area there is no any research done which investigates the above impacts therefore the researcher motivated to investigates the impacts in order to maximize the various socio-economic benefits of tourism and to make the tourism industry environmentally sustainable, economically sound and socially acceptable not only in Axum but also at different tourist destinations and levels in Ethiopia.

The recognition on the socio-economic impact of tourism has not yet got studies in most parts of Ethiopia. Though there are studies in Gonder, Lalibela, Harar and Yeha they are area specific with no any significant study undertaken on the socio-economic impact of tourism in Aksum. The study in Gonder in 2009 was deals with the socio-economic impact of tourism in Gondar under this study, the researcher deals with the perception of local community on tourists, tourism related challenges and opportunities on the social and economic aspect of the local community. The same study has taken place in Lalibela by Shimelis in, (2008). In 2008 Amha has studied the role of tourism on sustainable livelihood and rights of the community in Yeha, the study included the community participation in tourism planning managing decision making and implementing activities. He gave great emphasis on the linkage existed between the local community livelihood and tourism industry, but not study the impacts of tourism on the socio-cultural, environmental and political conditions of the study area. Imran (2007) studied the perception of residents about socio-cultural effects of tourism. Under his study, he tried to see the forms and modes of socio-cultural effect of tourism and finding out the relationship between tourists and the local community without taking consideration the economic environmental and Political impacts. The studies in Gonder and Lalibela only look on the socio-economic and cultural impact of tourism in the study area. So, this paper, besides the above issues, it also includes the environmental and political impacts of tourism and the role of tourism in achieving the MDGs in Aksum. The study in Yeha ignores the negative impact of tourism on the socio-cultural, economy, environmental and political impact of tourism in the study area, while this paper includes the above issues but not include on the role of community participation. At the same time, the study in Harar only emphasized on the social and cultural effects of tourism in Harar, by ignoring the economical, environmental and political impacts. So, the researcher wants to studies both the positive and negative impacts of tourism in the study area (Aksum) in terms of economically, socio- culturally, environmentally and politically.

1.3. Objective of the Study

1.3.1. General Objective

The overall objective of the study is to understand the socio-economic impact of tourism in Axum town.

1.3.2. Specific objective

The specific objectives of this study are:-

- To assess the impact of tourism to the local community.
- To analyze the role of tourism in achieving of the Millennium Development Goals in Axum town.
- To identify the major challenges which hinders the development of tourism in Axum

1.4. Research questions

The research is basically answered the following questions:-

- How tourism affects the socio-economic of Axum town?
- What is the role of tourism in achieving the Millennium Development Goals?
- What are the major problems which hindered the development of tourism in Axum town?

1.5. Methodology

1.5.1. Sources of data

The main sources of data that used for the study comprises of primary as well as secondary data.

The primary data were collected from the sample population of the two kebeles through the instrument of questionnaires, interviews, focus group discussions and extended personal observations. Regarding the secondary data it was collected from different governmental offices in Axum town like culture and tourism office, tourist information center, municipality of the town, heritage conservation office and tour operators, Axum administration offices, culture and tourism bureau of Tigray regional state, Addis Ababa culture and tourism bureau, central statistics agency (CSA) ministry of culture and tourism and other related institutions as well as annual reports ,policy documents ,previous studies and websites.

1.5.2. Methods of data Collection and Instruments

The main tools of data collection employed in this study were HHs survey, focus group discussion, key informant interview and own extensive personal observation were employed to generate primary data.

1.5.2.1. House hold survey

Since the principal source of data for this study was individual HHs structured house hold interview schedule which include close and open ended and perception questions was employed to collect relevant primary data. Although, it took more time structured interview guide was found to be the most appropriate instrument to collect the required data in order to reduce the probability of non-responses questions and paper at all. Before the actual data collection, the questionnaire was administered and tested in non- sample

Kebeles with 10 interviewees based on the result of the pilot test, which were made with 10 structured questionnaires in the non-sample Keble items were modified. Finally three enumerators were recruited based on educational background, knowledge of that local language and familiarity with the culture of the community and duration of stay in the area. Accordingly one from each Kebeles and one from Axum information center were recruited and trained by the researcher to familiarize and well informed. After trained enumerators they together with the researcher conducted structured interview in the samplekebeles.

1.5.2.2. Focus Group Discussion (FGD)

The primary data collected from sample HHs and both tourists were enriched by additional information generated through FGD with selected, Religious and Community elders, Keble administrations, youth and guides, hotel and souvenir owners, women and grilles affair leaders, education office, Axum culture and tourism office, information and security agency office and high level politicians as well as environmental protection and preservation office, check lists were prepared in English and translated to Tigrigna for the purpose of easy understanding. The participants were selected purposively based on the researcher's perception which they can provide the necessary information on the issues they concern. A total of five focus group discussion each comprising 4-7 Peoples were made by facilitating the discussion by the researcher (see figure1.1)



Figure1.1. Sample of FGD participants

1.5.2.3. Key Informant Interview (KII)

Key informant interview research instrument is particularly important to generate clear and pure data regarding the opportunities and challenge of tourism in the five variables, and what remedial actions were made to minimize the challenges and what plans are designed for the future, as well as to filter factors for the under development of the sector that cannot be obtained through already stated instruments. Therefore, views of culture and tourism instructions (experts and head working indifferent offices of the government were important as they have better knowledge of the case under study. Based on this Axum culture and tourism office, Municipality office, Axum tourism information center and Axum town administration office of plan and finance development plan process office were interviewed.

1.5.2.4. Extended personal observation

The researcher tried to observe (1) the tourist attractions in the area and around it and its sanity, infrastructure facility, free for movement of tourist. (2) Tourist amenities and accommodations interiors of bed rooms quality, water facility and Sanity, accessibility of toilet and shower etc, (3) Tourist infrastructure, road availability and easy transport, play stations which can elongate tourists stay, Banks ATM, credit card, internet and etc. The primary data collected through observation substantiated the information via house hold survey, FGD and KII.

1.5.3. Selection of sample kebeles and sample frame

The study area (Axum town) is administratively structured into four kebeles those kebeles are Hawelti, kindya, Hayelom and Meabel with a total population of 46,887 out of this number 21,778 and 25,108 are males and females respectively with the total HHs of 13,790 out of this number of total HHs 6,405 and 7,385 are meals and females respectively, (Axum media and information development planning 2010).Accordingly, the researcher select two kebeles of Hawelti and Meabel purposively as a sample frame of the study, kebele Hawelti is from which most of the tourist attractions such as the monolithic obelisks, St. marry of Zion church and others are found. Kebele Meable is from tourist accommodation accessible area. In addition to those two kebeles both foreign and domestic tourists were included in the sample frame.

1.5.4. Sampling Procedure and sample size

The sampling frame is the list of HHs recorded as involving in business and non business activities in the kebele administration office. To make it possible the assessment of HHs that are involving in business and non business activities a stratified sampling procedure were apply. Therefore, to identify the level of perception of business and non business HHs on the socio-economic, environmental as well as political impacts of tourism the total HHs of the two kebeles were stratified into two major stratification that are business and non business. To identify the variation in perceiving the various socio-economic impacts of tourism with in the business community and to examine the variation in perceiving tourism, the business HHs divided in to the four major groups. The first group includes business HHs, who own different types of shop including souvenirs and art gallery and those who are involved in the activities of merchants. The second group included business HHs who own hotels, restaurants, snack, cafeterias, tearooms, bars, grocery. The thirds group includes business HHs who own, local liquor house such as *tella*, *tej*, and *arekibetoch*, the last and the fourth group included the travel agents. From the total HHs who involve in business activities of 2181 from each business category two present selected randomly as shown in (table1.1) below;

Table1.1. Sample of business HHs.

Category	Type of business activity owners	Total HHs	Required sample	Sample size
1	Merchants and all shop owners including souvenirs and art gallery	932	2%	19
2	Bars and grocery	355	>>	7
	Snacks, cafeterias and tea rooms	498		10
	Haters and restaurants	54		1
3	Local liquor house meaning	171	>>	3
	<i>Tella</i>	98		2
	<i>Tej</i>	67		1
	<i>Arekibetoch</i>			
4	Travel agent	6	>>	1
	Total	2181		44

Source: Axum city administration office of plan and finance development plan process (2010)

To examine whether there is a difference among the non-business HHs in perceiving the socio-economic, environmental, and political as well as MDGs impacts of tourism on the bases of their profession (job) the 4282 the non-business HHs also further stratify in to seven groups. The first group has includes those who are employed in service sectors such as hotels, restaurants, transport, tour operation and guides etc, the second group include government employees, the third has include those HHs that are engaged in different types of daily works, the fourth those who engaged themselves in the church (priests), the fifth group NGO workers, the sixth those who are engaging in farming and the seventh and the last those who are working in public organization, retired men and women. From each non business category total HHs of 4,282 two percent were taken randomly as shown in (table1.2).

Table1.2. Sample of non-business HHs

Category	Type of non- business activity	Total HHs	Required sample	sample size
1	Employed in service	1042	2%	21
2	Government employees	614	>>	12
3	Daily workers	783	>>	16
4	Priests	562	>>	11
5	NGO employees	98	>>	2
6	Farmers	780	>>	16
7	Public organization and retired men and women	403	>>	8
	Total	4282		86

Source: Axum city administration office of plan and finance development plan process (2010)

To identify the problems and constraints related to tourism development as viewed by foreign and domestic tourists a total of 40 tourists, 20 from each tourist taken randomly. In addition to this the

researcher applied KII and focus group discussion with the select individuals from different sectors offices, organizations including tourism offices at different levels and community leaders with 38 individual persons. Side by side extended personal observations also applied.

1.5.5. Methods of data analysis

The data were mainly analyzed using qualitative and descriptive technique because it deals with more of perceptions and attitudes. However, in some case some quantitative analyses were also held using the statistical package for social science (SPSS) and excel. In the case of displaying the data the researcher used graphs, maps, figures and tables.

1.6 Significance of the study

Generally the study will provide multi-dimensional importances. For instance, for the academic circle it provides information for investigating the relations between local communities and tourism industry in addition to this it also contribute to the academic understanding of the socio-economic impact of tourism in the host community. It also use as input for practitioners tourism developers and planners, local authorities to study on the issue of tourism impacts.

Specifically Axum town is highly endowed with various tourist attractions such as the monolithic obelisks, St. Marry of Zion church compound is believed to contain the original Arc of the convent, the open-air Museums, king Ezana Park, king Bazen, Kaleb and Gebremeskels tombs, different churches and ruins etc. Despite such huge potentials, the town failed to fully utilize these resources this may be due to various numbers of socio-economic and environmental as well as political problems that seriously affect tourism in the area. At the same time the tourists also impose socio-economic, environmental as well as political impact in the local community, no study efforts has so far been made to assess the problems and impacts in a comprehensive manner. If study efforts are made to maximize the various social-economic environmental and political gains that can be accrued from tourism and solves the bottle necks for the development of the tourism sector, there is a good possibility to raise the role of tourism in the overall regional and local development. In order to realize such potential, a comprehensive assessment of the basic socio-economic environmental and political issues and problems, which are the main theme of this study, becomes indispensable. This can be of a great help for planners and concerned organizations in promoting sustainable tourism, socially accepted, economically sound and environmental friendly both at local, regional even at national level. Thus this study, which aims at assessing the socio-economic environmental and political impacts of tourism, may provide some basic findings that could help to achieve the goal in developing sustainable tourism in Axum. The findings could with care be extrapolated to other identical tourist sites.

1.7. Scope of the study

The study is concerned to the socio-economic, environmental and political impact of tourism in Axum town. The positive impacts are concerned with creating job opportunity, development of infrastructure; develop cross cultural interaction income improvement etc. The negative impacts of tourism are increasing living cost, aggravated prostitution, cause cultural conflict and loss of identity, environmental and heritage degradation etc, therefore, this research is going to deal with those and such like impacts in Axum town of two kebeles of Hawelity and Maebel but its result can be sources of input for the rest kebeles and other tourist area of Ethiopia.

1.8. Limitation of the study

Absence of recorded data on monthly tourist flow and total employed workers in tourism related activity-hinders the researcher to show seasonal fluctuation and its impact in the income and employment. As a result of this, the researcher is confirmed to use the annual tourist flow and number of employed workers in business HHs for four consecutive years to show the impact of tourism on income and employment.

In its' nature the impact of tourism on economy, socio-cultural, environmental, political and MDGs is wide range, due to time and budget constraints the study has not examined all impacts in each.

High number of HHs in the study area become challenge for the researcher to become the sample size representative hence, in addition to the questionnaires the researcher used FGD with 32 persons, KII with 6 persons and extended personal observation to comp onset the representativeness of the sample size.

1.9 Organization of the thesis

The thesis is divided in to five chapters, chapter one provides on outline of the study and articulates the significance of the study, which includes; back ground of the study (introduction), statement of the problem objective of the study, research question, significant of the study, methodology, scope and organization of the study.

Chapter two emphasized on reviews of the literature which are related to the specific objective.

Chapter three provides back ground to the study area profiles to the back ground and historical development of the town

Chapter four deals about the study result and discussion a full description of the main result relating to the hindrance factors to the development of tourism from tourists and local communities' point of view and the multi-dimensional impact of tourism to the local community.

The last and the fifth chapter included the conclusion and recommendation.

CHAPTER TWO

2. Review of Related Literature

2.1 Definition and concepts of tourism

Today's fast growth and spread of tourism may wrongly imply that the term is well known. However, tourism, as several scholars agree, is a sector of any economy which has not yet obtained one single definition of its own. This in turn may influence the way how to approach when studying the sector. Tourism, as it is the case around the world, is a wide spread and ubiquitous aspect of an economy: that it is rare that people from every corner of the world that do not recognize tourist every day in their vicinity. And yet tourism remains a term that is susceptible to diverse interpretation (Sharply, 2006). According to the same author tourism could be defined from two main groups or classification of definitions those are technical and conceptual definitions. Technical definition of tourism interprets tourism as the activity of a tourist defined as someone who travels for 24 hours or more outside his country of residence. In this definition the type of travelers identified are those who travel for business, for pleasure, health or other purpose. Also includes those who stay in destination area for less than 24 hours which are known as excursionist. Conceptual definition of tourism given from anthropological perspective sees tourism from the person that is perceived to be a tourist.

Therefore, tourism is simply an activity under taken by a person at leisure that also travels. Based on Dowling et-al, (2002) tourism is more or less similarly as the temporary movement of people to destination outside their normal home and work place, the activities undertaken during the stay and the facilities created to cater for tourist needs.

This definition attempts to separate the term tourism from related terms such as recreation and leisure. Recreation is any pursuit of entertainment one engages in during his/ her leisure time, while leisure is the time available to an individual when work, sleep and other basic needs have been met. Generally tourism is a complex activity which may not be explained from one perspective alone for it touches upon multiple issues as environment, development, social and economic aspects in which it operates. Generally tourism could be defined as both social and industrial activity. It is social activity because as Sharply, (2006) put it, if people had neither the ability nor the desire to travel from one place to another, tourism would not exist. Tourism as a social activity involves individuals who travel within their country or internationally where in doing so they interact with other people and place to where travelers carry with them and exchange their cultural values and experiences. Tourism is also considered as industry because if it does not provide different service to tourists then tourism would have not existed and continued.

Another definition was also forwarded by Wanhill, (1988) as quoted in Stephen F. Witt et- al (1991). Tourism is defined as the temporary movement of people to destinations outside their normal places of work and residence and activities under taken during the time sent at that destination. On the definition of tourism another international conference on leisure-recreation-tourism was held by the Aiest and tourism society in Cardiff in 1981. In this conference, as J. Christopher (1983) discussed tourism may be defined in terms of particular activities selected by choice and under taken outside the home environment. Tourism may or may not involve overnight stays away from home. The world tourism organization has led the way in establishing a set of definitions for general use.

In 1991 the world tourism organization with the cooperation of government of Canada organized the Ottawa international conference on travel and tourism. At this conference the following concepts, definitions and classifications relating to tourism were adopted:

Tourism- the activities of persons traveling to and staying in a place outside their usual environment for not more than consecutive year for leisure, business and other purposes.

Tourist, (overnight visitors) - visitors staying at least one night in a collective or private accommodation in the place visited.

Someday visitor, (excursionist) - Visitor who does not spend the night in a collective or private accommodation in the place visited.

Visitor- any person traveling to a place other than that of his/her usual environment for less than twelve consecutive months and whose main purpose of travel is not to work for pay in the place visited.

Traveler- is any person on a trip between two or more locations.

According to Holden, (2000) the concept of tourism can be defined as the activities of person traveling to and staying in a place outside their usual environment for not more than one consecutive year for leisure/ recreation, business or other purpose.

As we say this much regarding the definition lets come to the classification of tourism, tourism can be divided in to many different forms on the basis of length of stay, type of transport used, price paid or the number of travelers in the group. From geographical point of view important destination of tourism are international and domestic tourism, (Mc Intosh 1990). The same author defines those two divisions as follows:-International tourist can be defined as any person visiting a country, other than that in which he or she usually resides, for a period of at least twenty four hours. Domestic tourist is a person who travels away form his home for a distance of at least 50 miles (one way) for business, pleasure, personal affairs, or any other purpose except to commute to work, whether he/she stays over night or returns the someday.

2.2 Historical development of tourism in global perspective

Whether defined technically or conceptually, socially or industrially, it is well-known that tourism as a social phenomenon has assumed its present shape or structure after following different paths. Although tourism as a phenomenon has been experienced since the 1950s which makes the industry a phenomenon of post world war II, tourism had been around for long. As has been pointed out in Youell (1998), the ancient Greeks and Romans were the first people to experience the benefits of leisure and travel. At around 776 BC for example, the Greeks had hosted international visitors during the first Olympic Games. Evidences of public buildings where urban populations could spend their leisure time and extensive road networks developed by the Romans are the testimonies of faster and convenient travel for both business and leisure purposes Youell, (1998). This economic sector which has flourished across millennia today accrues huge economic benefit to almost all countries of the world. According to WTO (2008), nearly eighty countries have earned more than US\$ 3 trillion revenue which is about 11% of the gross world product.

World Tourism Organization of the UN (2008) says tourism is becoming one of the fastest growing economic sectors over the past six decades (1950-2007). With the growth of international tourist arrivals from 25 million to 903 million, which is estimated to reach one billion international tourists arrivals by 2010, is generating 12% of world gross national product (GNP) and 8% of all jobs, (New same et al, 2006) cited in Ayalew, (1992). At an annual growth rate of 4% tourism will continue to be one of the dominant economic sectors. According to Youell (1998) the number of international tourist arrivals increased more than 20fold between 1950 and 1995. The growth of the industry is related to various major socio-economic and technological changes worldwide. These include the profound changes because of industrial revolution of the eighteenth and nineteenth century, the influence of steam power, the development of seaside resorts among wealthy minorities of the western society coupled with the development and expansion of rail way. Moreover, the economic boom immediately after world war II which had laid foundation for travel and dramatic growth in domestic as well as international tourism, the development of jet air craft as a result of rapid advance in air craft technology, and the increase pace of development to the twenty first century are factors that have much to do with fast growth of tourism. Because of the economic prosperity that tourism can generate today several of developing nations have opened their markets to tourism Wondifraw, (2007). Of course to take advantage of economic benefits from the sector is not the only reason why more and more countries have to attract the industries development. According to Youell (1998) some countries have used tourism for political purposes due to this Government may encourage the development of tourism to further their political objectives such as to enhance the acceptance of given regime to obtain political sympathy and boost national morale as in the case of Israel or for softer political reasons such as to change the image or the perception of a country as it is the case in many African countries. However, the nature of development of international tourism is a subject of debate. According to Harrison (2001)

there are at least three contending views as to driving causes of international tourism. First, the view that tourism can ensure wealth transfer from richer western nations to less developed poorer countries in the south. This view, derived from modernization theory, signifies the role of tourist as modern man helping the development of arts and crafts in tourist receiving countries. Tourism as it is the central theme of the theory is seen as a form of modernization, transferring capital, technology, expertise and modern values from the west to least developed countries; this is the view that perceives tourism as a means of redistribution of property to poorer countries of the world.

Second, the view that critical of tourism as a modernization, suggests that it is a mixed blessing. Tourism brings wealth but equally exacerbates the poor-rich gap within the receiver society. Therefore, like any other economic activity tourism needs to be run (or at least closely controlled) by the state for the reasonable benefits of its nation. This kind of view was held by those countries run by socialist state.

On the third paradigm the nature of tourism is observed from the point of view of its environmental effect. The concept of sustainable tourism which emerged from the environmentalists discourse promotes the need for looking alternative tourism which is environmental friendly.

2.3 Historical development of tourism in Ethiopia

Ethiopia is a land of plentiful remarkable and magnificent tourism attractions. The exceptional combination of historical, cultural, and natural attractions marks the country as a unique tourist destination in the region (Ministry of Culture and Tourism, 2009). The country, although less bestowed with alluring wild life that vie with that of Kenya or Tanzania, attracts especially those informed about its affluent history, astounding historical monuments and shrines, and its religious and cultural diversity. Despite the countries plentiful attractions tourism was taken as a serious business by government only recently during 1960s under imperial government (Arthur, 1996). In fact records attest that travels, if not in present forms of tourism, had been taking place in Ethiopia since ancient times. According to Ayalew (1992), explorers, missionaries, navigators, merchants, hunting expeditionary and royal ambassadors had been engaged in tourism like traveling activities in Ethiopia since 300 BC. During those times the surplus of agriculture helped not only foreigners (such as Egyptians, the Greece, Romans and Arabs) but also local residents to travel within and outside of Ethiopia. In this way modern tourism went through a long series of development processes to reach the present stage in Ethiopia. Until 1962 tourism was not given emphasize but after this year the first tourism enterprise known as Ethiopian Tourism and Hotels Investment Corporation was established in 1963. Later, through order No. 30/1964, the ETO was established in 1964. Finally, under the proclamation No.182/1979 Ethiopian tourism organization was up graded to the status of ETC in 1980 with the main objective of.

- To preserve and develop Ethiopia’s natural and cultural heritage in co-operation with the concerned government offices and institutions.
- To expand and develop accommodation and recreational facilities, to classify and standardize, co-ordinate and supervise hotels and other tourist facilities with a view to contributing to social and economic development of the country.
- To develop and promote tourism at home and abroad with a view to fostering contacts and mutual understanding among people (Ayalew 1992) cited in Shemels (2008). For convenience and better understanding how the sector reaches to the present stage, to assess its mandate, tourist flow and to understand how the tourism related organizations were treated under different regimes as well as to see the differences and common denominators of the regime let see the development of tourism in Ethiopia by separating in to three regimes.

2.3.1 Tourism in the Imperial Regime (1961)

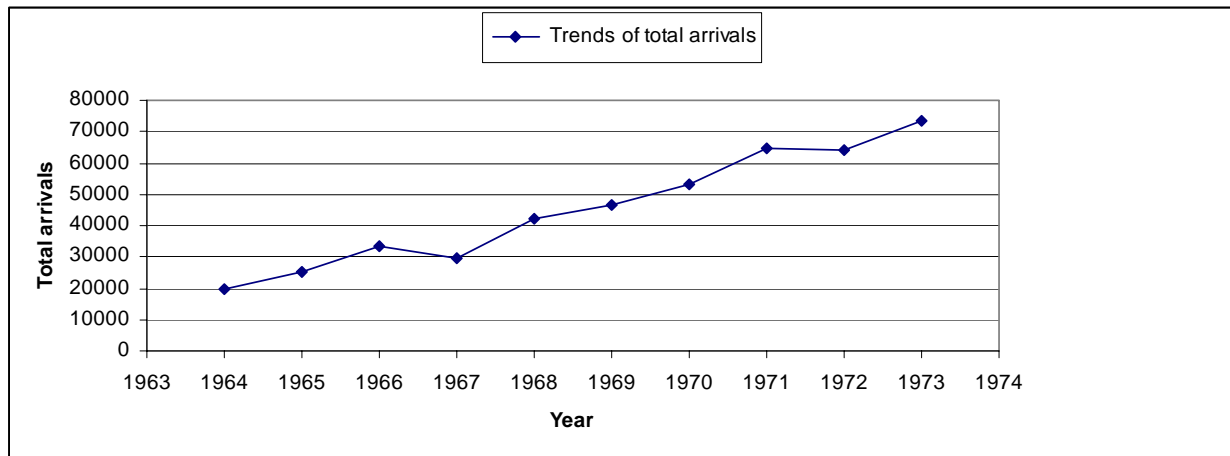
As far as the establishment of tourism in modern sense is concerned the account of Arthur Dittle is very important (Arthur, 1968) as he said plans to establish an Ethiopian tourism organization were worked up on during the late fifties and early sixties. The Ethiopian tourist organization was established in 1961 but not until September 1964 was its officially chartered to respond to central administration plan and implement programs to promote tourism and to encourage the establishment and maintenance of the necessary tourist facilities. After the establishment of this organization the prominent tourist attractions known as the historic route, which incorporates places such as Axum, Gander, Lelibele and Bahrdar started to be marked (visited) by foreign tourists. Regarding the beginning of tourism in Ethiopia, EMA, (1988) argued: the presence of tourism in Ethiopia spans is not more than three decades. The industry gained official acknowledgement by the foundation of the Ethiopian Tourist Organization in 1964. This had the aim of fulfilling the need for a central administration to plan and implement programmes, promoting touring and encourage the establishment and maintenance of tourist facilities. Based on the policy tasks the organization has done a lot to attract tourists. Accordingly as indicated in (table2.3) the number of tourist was increasing in few years after its establishment.

Table2.3.The number of international tourists after the establishment of ETO

Year	1964	1965	1966	1967	1968	1969	1970	1971	1972	1973
total arrivals	19,836	25,412	33,696	29,401	42,114	46,418	53,187	64,542	63,940	73,662

Source: Tourism statistics bulletin, 2005, No 8

For better understand the trends of foreign tourist flow in that period see the figer2.2 below;



Source: calculated by the author from tourism statistics bulletin, 2005, No.8 figure2.2

From (figure2.2) one can understand that after the establishment of ETO the annual tourist flow was constantly increased for the consecutive of nine years except in1967.

2.3.2 Tourism in the Derg Regime (1974)

It is important to mention that, after 1974 for some years, there were tourist inflow restrictions, as the result of which the numbers of tourists coming to the country were declined. In order to change the situation measures had been under taken to coordinate tourism industry under one organization. That is, during the launching of the national economic and cultural development program, steps were under taken to raise the status of the tourist industry by establishing tourism commission under the proclamation. No.182of 1980, in May 1979. This was done by merging various governments and nationalized organization under the commission. ETO was upgraded to the status of Ethiopian tourism commission (ETC) in 1980 (ibid; 1992) with the main objectives of similar to which were listed in page14. However, as the data from the tourism statistics shows except for 1977 and 1978 when the country was found in a most terrible condition the number of tourists are still not only quite significant but in some years greater than under the previous regime.

Table 2.4. The number of international tourists who come to Ethiopia from 1974-1991 and income received

YEAR	Number of Foreign tourists	Receipts of income in 000 birr
1974	50,220	22,159
1975	30,640	15,133
1976	36,929	11,106
1977	28,984	4,338
1978	30,817	3,330
1979	36,400	11,272
1980	39,500	14,668
1981	45,931	21,342
1982	60,629	14,843
1983	64,240	17,078
1984	59,552	12,986
1985	61,459	18,136
1986	58,529	10,367
1987	73,144	29,550
1988	76,450	39,271
1989	76,844	42,901
1990	76,346	52,282
1991	81,581	38,824

Source: Tourism statistic bulletin, 2005, No: 8

2.3.3 Tourism in the Federal Democratic Republic of Ethiopia (1992)

After the fall of the Derg regime the current regime of the country followed free market by changing ETC to MCT with broad objectives and principles with the vision of to see Ethiopia's tourism development led responsibly and sustainably and contributing its share to the development of the country by aligning itself with poverty elimination (MCT2009). Using the opportunity of free market policy a number of private hotels, tour operators, travel agents etc were established. Accordingly, the number of visitors to the country in general has been increasing.

Table2.5. Number of tourists who come to Ethiopia during the FDRE government (1992-2011)

Year	Number of foreign tourists	Receipts of income in 000birr
1992	83213	57763
1993	93072	107882
1994	98070	114135
1995	103336	144972
1996	108885	182665
1997	139000	279000
1998	112000	225000
1999	115000	252000
2000	135954	577800
2001	1484386	642000
2002	156327	676100
2003	179910	778000
2004	184078	994408
2005	227398	1202336
2006	330026	1494812
2007	357884	1987242
2008	383399	1979539
2009 *	330580	2855250
2010 *	551621	3061497
2011 *	592781	3289935

Source: *Tourism statistic bulletin, 2005, No: 8 and MCT (2009)*

*Estimated figures

The main objectives of tourism development during the FDRE are:-

- i. To ensure concretely the country's full benefits by sustaining competitiveness in the international tourism market. By turning Ethiopia into a particularly preferred destination in Africa, and maximizing direct and indirect economic benefits.
- ii. To build a tourism industry that makes important contributions in earning and conserving foreign exchange, and integrates into the economic growth of the country.
- iii. To create extensive employment opportunities for communities at tourist destination and to ensure community benefits through a wider distribution of income, and to enhance community participation in decision making on development.
- iv. To realize tourism industry that builds a positive image of the country carries on the sector's development in a responsible and sustainable manner, with the capacity of growing without disrupting peoples culture, life style and natural environment.

- v. To build an industry that can lengthen the tourist's stay by solving observed limitations in service in the sector and provide for the progressive growth of capacity in tourist facilities deployed in the field. In addition to the objectives the basic principles of the policy of this regime are:-
- Respect for pluralism
 - Guaranteeing community participation and benefit
 - Instituting management transparency and responsibility.
 - Creating partnership
 - Enhancing implementation capacity of the sector. (Ministry of Culture and Tourism 2009).

As the modern development of tourism pass through three consecutive government regimes they have their own differences and common denominators for better understanding let see the differences and common denominators partially. The responsible organization to design and implement programs to promote tourism and to encourage the establishment and maintenance of the necessary tourist facilities are Ethiopian tourist organization, Ethiopia tourism commission and ministry of culture and tourism respectively with the three regimes. Tour operators, travel agencies and Hotels were privately owned during the Imperial and FDRE regime where as during Derg regime they were nationalized and organized under the government national tour operate and travel agency operating under Ethiopia Tourism communion, the biggest hotels together with the Ethiopian tourist and trade corporation and catering institute were administered by the Ethiopian Hotel and tourism commission through Hotels corporation. Regarding the plan during the Imperial and Derg regime the plan was central administration plan but in the case of FDRE it has decentralized administration plan. In the imperial regime and FDRE government the role of the government has been prominent role by providing tourist facilities in areas where private initiatives was lacking but in the Derg regime the role of the government was insignificant because he was discourage privet investors and initiatives. Regardless its scope, way of implementation and achievement all regimes have their own policies, strategies and principles (modified from Ayalew, 1992 and Ministry of Culture and Tourism, 2009) for this thesis.

2.4 An over view of the socio-economic impact of tourism

Tourism is like afire; one can either cook his or her meal with it or burn his or her house down! Asian saying cited in Yismaw, (2008). Yes. It has both positive and negative consequences and impacts in the destination area. It is to mean that tourism is not smokeless industry .The question is that which one over weights the other at that particular destination. But the answer depends on the local economic, cultural, environmental and motivational situations. To review these implications let us start with the positive impacts of tourism to the destination areas or to the host community. The impact (positive or negative) of tourism can be viewed from economic, social, cultural, environmental and political angles. To acquire

better basis for decision making for planning management and policy determination, a better understanding of each category of impact is required.

2.4.1 Economic impacts of tourism

Tourism can serve as a tool for development in that tourism brings consumers to the Product and unlike any other export, can offer value added directly to the local people by allowing them to participate in providing goods and services to tourists and tourism businesses. Kim (2002) states that tourism can create jobs, provide foreign exchange, product return on investment for emerging economies, bring technology and improve living standards of destination residents. The most prominent benefits used to promote tourism development are the economic benefit that a community can expect to derive from an increase in tourism activities. Tourism increases revenue for local businesses and shopping facilities.

The services of all kinds are established and offered to tourists that in turn also serve local residents and tourism generates momentum to improve and further develop community infrastructure and services. The measure of receipts and especially the net income generated by those receipts that a community can expect from tourist expenditure depends upon government policy and various local economic characteristics.

Generally economic importance of tourism is; it diversifies the destination economy, increases income regeneration to the resident, increases local government revenue in the form of direct and indirect tax and brings foreign exchange for a country, improves production, increases GDP, creates employment opportunities both skilled and unskilled, provides multiple contributions towards the development and expansion of various economic sectors and activates such as agriculture, construction, handicraft, entertainment, improvement of infrastructure, encouragement of entrepreneurial activity. In this way tourism becomes a bridge for local and regional development (ibid 2002). At the same time, however, it may create economic disappointments in that area because of additional demands for consumption goods and services in the destination economy, tourism creates shortages of some commodities in the local area and hence increases the price level, it adds thus, additional cost of living. Tourism investment may be made at the expense of other economic sector projects that is it diverts funds from other economic development since capital is scarce resources the withdrawal of such funds has significant opportunity cost as far as there are alternative sectoral investments. Furthermore tourism leads to more import demand which simultaneously implies that there follows an outflow of money from that particular economy.

In addition to this tourism development gives rise to a variety of economic conflicts and problems and not least of these relates to land use. Tourism development makes demands on space; land must be made available for tourist activities. Fortunately, tourism as Chrisaller cited in Robinson, (1979) said tends to avoid central places and makes much use of peripheral regions but frequently, tourism needs clash with the

demand of agriculture- the tourist destination may coincide with an area which is primarily devoted to arable or pastoral farming .

Thus inevitably, a conflict arises between the demands of tourism on the one hand and agriculture on the other. A good example of this conflicts is to be seen in province, in southern France, where, in land village have been transformed in to tourist centers, market gardening and the cultivation of flowers for the perfume industry have been pushed further in land .This problem is further aggravated by the issue of public access, the privation of such access usually involving yet further demands up on agricultural land and often bringing in its train damage to farm property and hazards to farm stock, Chris taller cited in Robinson (1979).

The other negative impact of tourism on economic issues is seasonality problem. As tourism as seasonality nature it creates seasonal unemployment arrivals are high during November to January perhaps due to the winter in the northern hemisphere and major religious events such as festivals in Ethiopia are during this time ,(World bank, 2006). This seasonality flow creates in efficiencies in terms of utilizing resources. From its nature of unpredictability reduction of visitors arrival and receipts may arise due to un anticipated events such as terrorism extreme weather condition political instability (both in the originating and destination country) thus tourism dependent economics face large negative impacts at times of sudden drop of tourism demand. Tourism displaces traditional patterns of labor and involves cost of providing construction and maintenance of infrastructure, (Goodwin, 2006). (See figure2.3)

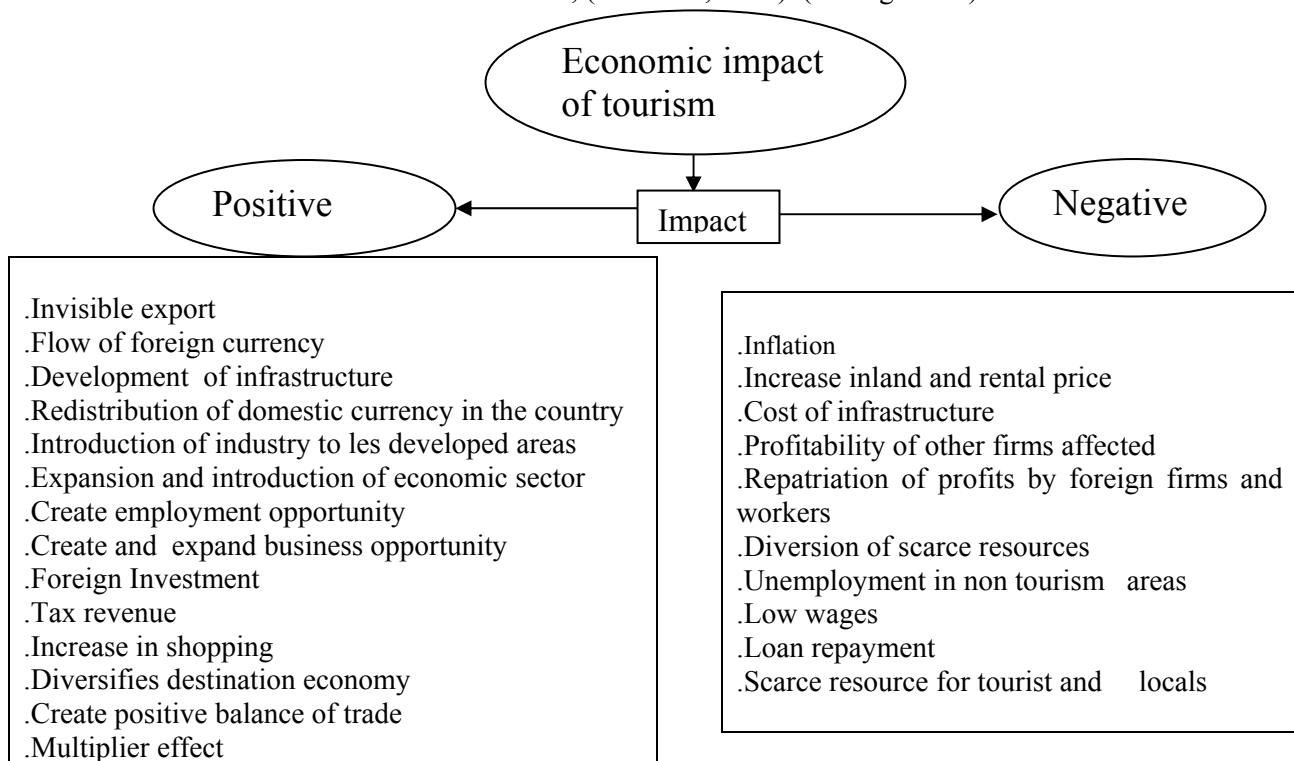


Figure2.3. Economic impact of tourism adopted from Walter, Harold, Goodwin and etal (2004)

From the figure2.3 one can understand that tourism has both positive and negative impact in economic issues but its importance is better than its undesirable outcomes.

2.4.2 Socio- cultural Impact of Tourism

Tourism brings more opportunities to upgrade facilities such as outdoor recreation facilities, parks and roads. Besides, it creates favorite image of the destination that help local pride their belongingness of that society, facilitates the process of modernization and provide opportunities of education. Tourism contributes the renaissance of traditional arts and crafts (Kim, 2002).

At the same time, it has also negative impact in the social and culture of the host community by increasing traffic congestion and crowdedness in the public areas. It also adds to the social ill such as, Crime, gambling, drug trafficking, alcoholism, prostitution, begging, increasing students drop out, as Well as the uprooting of traditional societies and causes deteriorating of the existing culture and customs (identity loss) of the host countries. It also- creates demonstrations effects where by native imitate tourists and resign traditional cultural traditions, create offense and antagonism related to dramatic difference in wealth and cause conflicts in traditional societies and in values.

Other costs include disruption of social structure, harming the socio-cultural authenticity of host communities and threatening cultural heritage, hence, needs for wise tourism development planning in its management, (Good win 2006). According to Inskip (1991) the positive socio cultural impacts of tourism are: tourism can be a major stimulus for conservation of important elements of cultural heritages of an area because their conservation can be justified in part or whole, by tourism as tourist attractions. A sense of pride by residents in their culture can be reinforced or even renewed when they observe tourists appreciating it. Tourism can promote cross-cultural exchange of tourists and resident learning more about one another's culture, resulting in greater mutual understanding and respect, or at least tolerance of different value systems and traditions through understanding their cultural basis. According to the same author the negative socio-cultural impact of tourism can be explained in different ways. The demonstration effect of tourist from different cultural and socio-economic backgrounds on residents and especially on young people may takes place. This effect involves residents observing and imitating the behavior, dress, and life-style patterns of tourists, without understanding their cultural basis. Misunderstandings and conflicts can arise between residents and tourists because of differences in languages, customs, religious values, and behavioral patterns. For better understanding let see both the positive and negative impact of tourism on socio-cultural impacts of the host community from the (figure2.4) below:

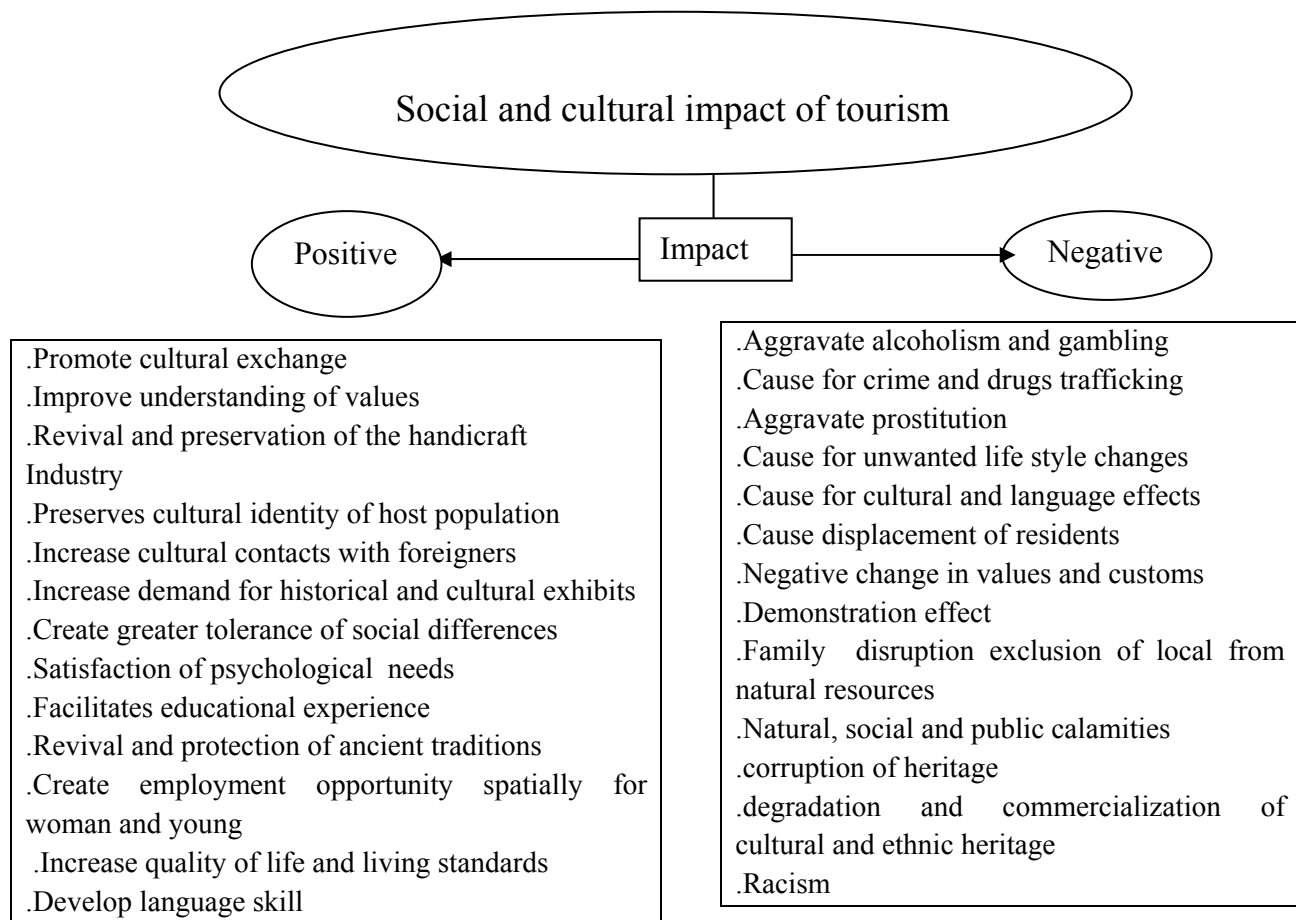


Figure 2.4. Summary of social and cultural impact of tourism adapted from (Kreag, 2001)

2.4.3 Environmental impact of tourism

Like of economic, cultural and social impact of tourism it has also an impact on environmental those impacts maybe positive or negative the positive environmental impact of tourism some of them are described by Kim ,(2002) as follows;

Tourism creates awareness and appreciation for need to preserve the environment to capture its natural beauty for tourist’s attraction purpose and increases investment in environmental infrastructure of the host community in general it encourages education of value of natural based tourism, promotes wild life protection and marine reserve. As usual, however, there follows the negative consequence or impact such as over pressure on the natural resources to address the increasing demand which results in degradation of vegetation, depletion of resource, pollution which results from emission of vehicles and production processes. According to Ian, (2010) available at [http:// WWW. ehow. com/](http://WWW.ehow.com/) he describes the impact of tourism by saying: although tourism itself can disrupt or destroy ecosystems and environments, tourism can also be the very impetus for conserving an un spoiled landscape otherwise susceptible to industrial

development. For better understanding let see the following figure which shows the environmental impact of tourism:

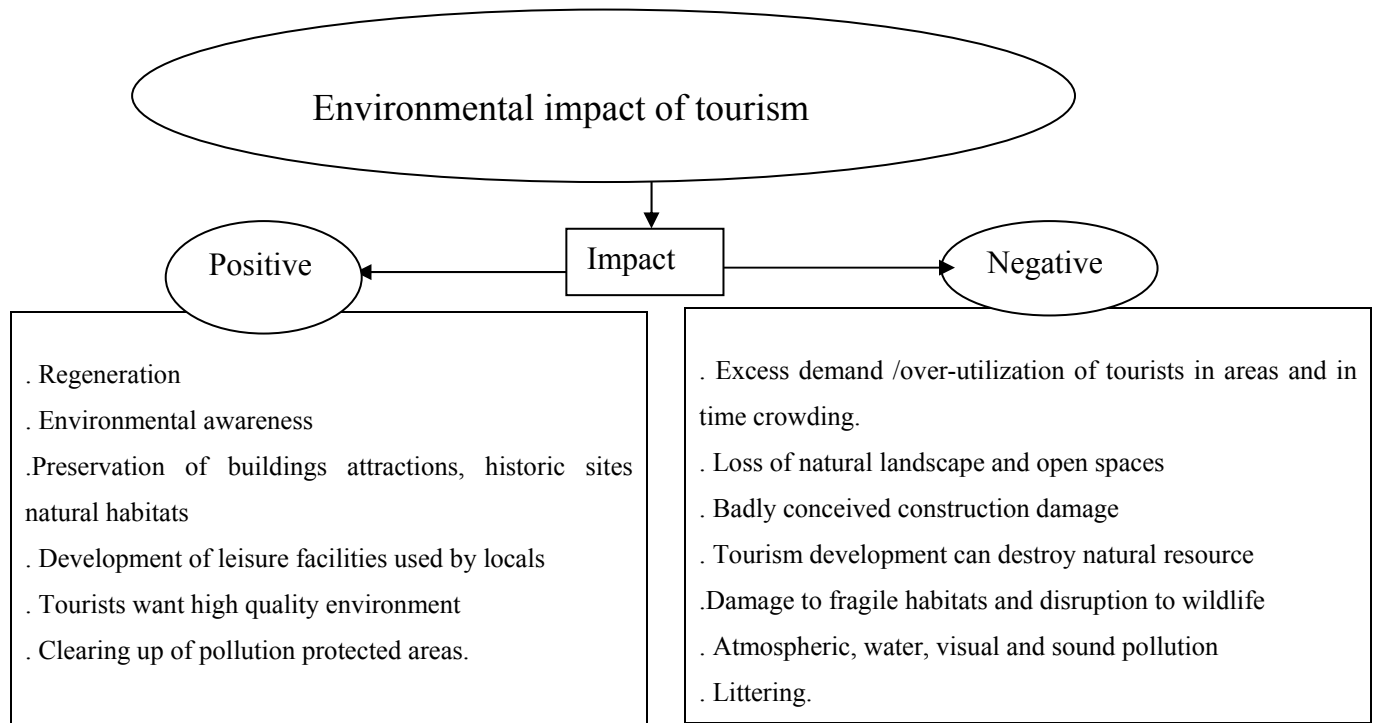


Figure2.5. Environmental impact of tourism adapted from Walter, Harold, Goodwin and et-al (2004).

2.4.4 Political impact of tourism

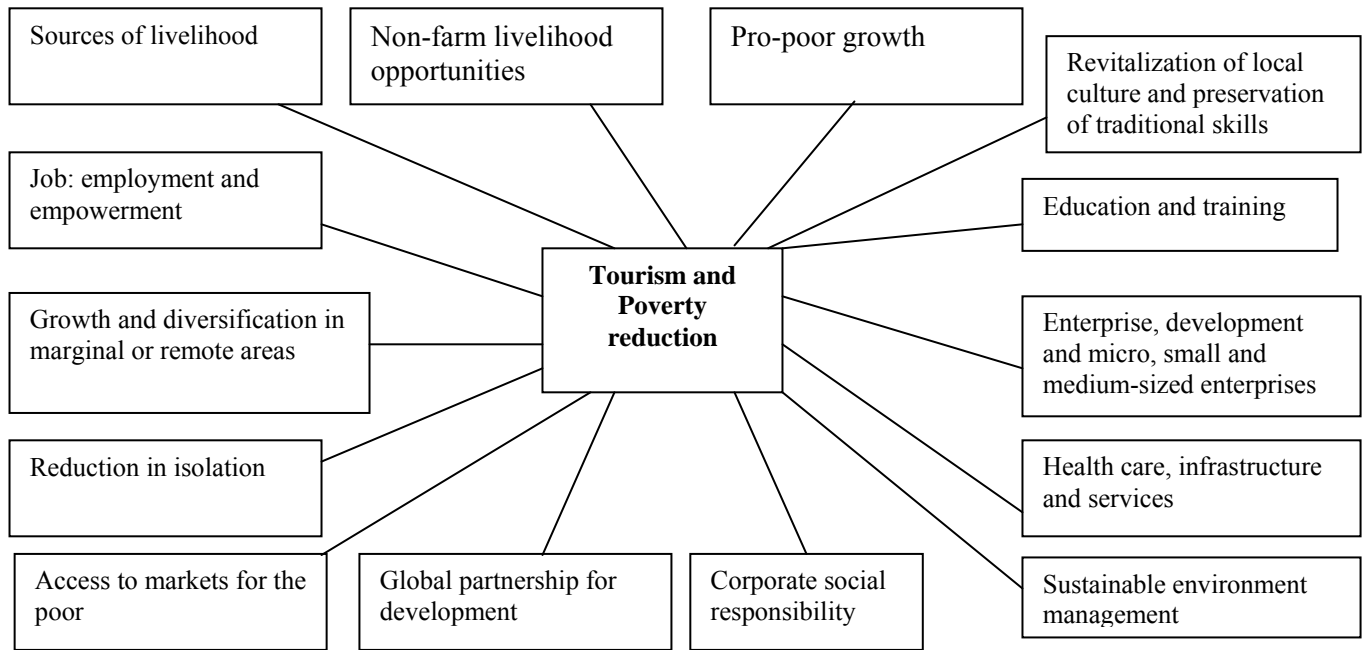
Like others tourism has also an impact on the political condition of the host (local) community either positively or negatively. The positive impacts are encourage political participation of host community meaning increase the involvement of the community in the political system related to tourism such as to tourism development regulation as well as to the efforts of the citizens to defend themselves from what they may perceive as encroachments on their right due to tourism development. In addition to this it has also apposite impact on women’s liberating effect because the new earning opportunities may change the share of the women in the house hold income and consequently in house hold decision making this may lead to change in the pattern of consumption of the house hold, as well as changes in marriage, family planning and fertility practices, Gloriam, et-al, (1983).

At the same travel is touted as a means to close gaps between peoples, cultures and religious but the extreme differences of wealth, life style and religion between locals and tourists in some areas can cause apathy or even aggravate the condition of interrelations(Ian Ragsdale, 2010).

2.5. Tourism and the Millennium Development Goals

Tourism is a multi-disciplinary and multi-sectoral industry which is difficult to upgrade or develop independently of other sectors because it has backward and forward linkages with other sectors and activities which are important to achieve the millennium Development goals. For better understanding let see the linkage between tourism and poverty reduction from the figure 2.6.

Figure 2.6. Linkages between tourism and Poverty reduction



Source: Modification of sheet No: 3 Tourism and poverty Reduction- Making the links, pro-poor Tourism partnership, (2004). Cited in Adam Blake, (2007) accessed at WWW.unb.br/cet/noticias/.

CHAPTER THREE

3. Description of the Study Area

3.1. Site Selection of study area

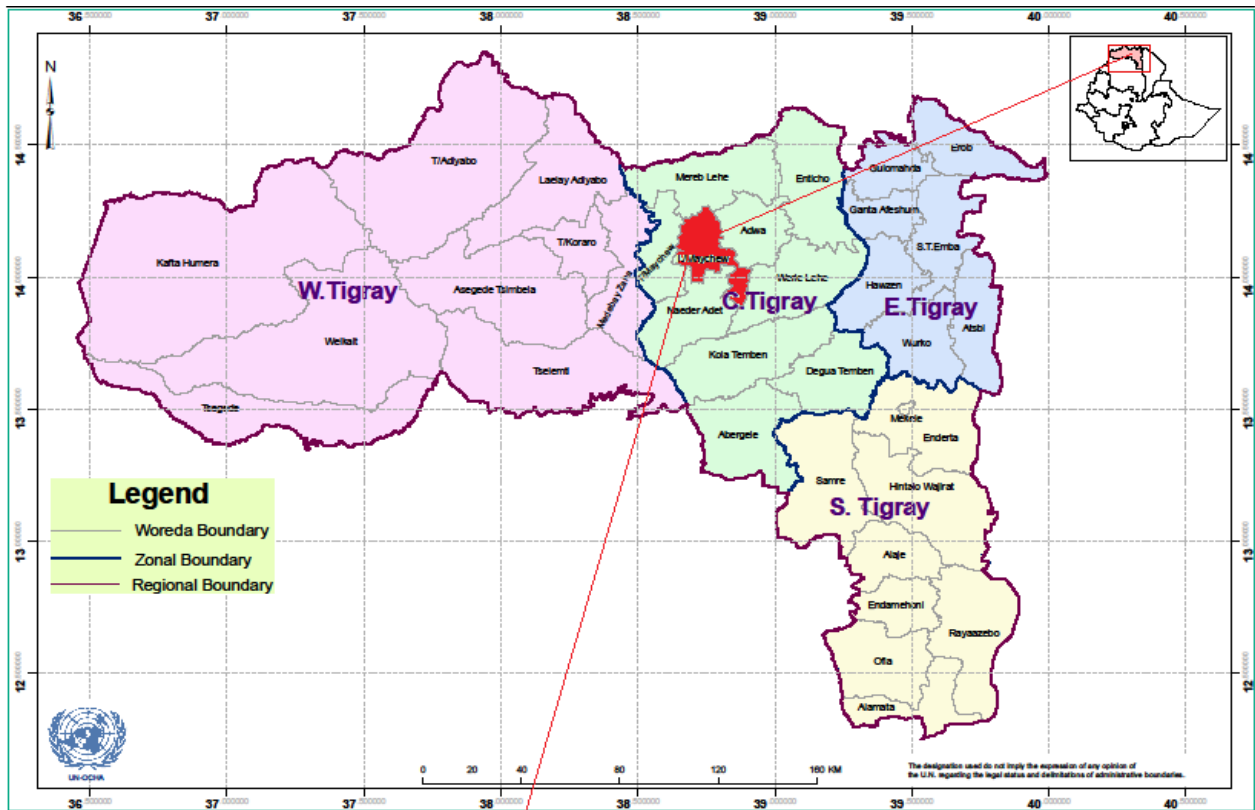
This site is selected purposively. First the researcher had an expectation to get rich data in tourism since it is an old tourism attraction area in terms of features within the natural environment, human made buildings, structures and sites that are originally planned to be a focus for visitor, human made buildings, structures and sites that were originally intended for a purpose other than attracting visitors and special events.

Secondly, the researcher wants to study the impact of tourism in the local community in terms of economically socio-culturally, environmentally as well as politically by associating the respondents answer or perception with his view and eye witness because the researchers is almost familiar and well informed about the study area.

3.2. Geographical location of Axum

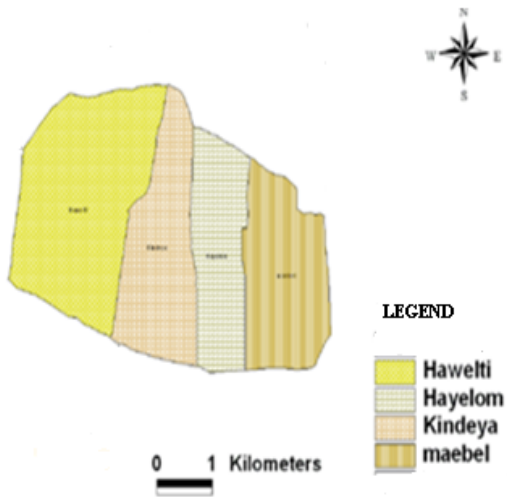
Axum is situated in central administrative zone of Tigray in the high land of the Tigray regional national state in the northern tip of the Ethiopian Plateau at 14° 07' North latitude and 38° 44' East Longitude at an altitude of 2100M above sea level. Geographically Axum is located west of Adwa, East of WukroMaray, North of *EdagaSelus* and south of Roma at 1041 Km distance from Addis Ababa.

Regarding the Climatic conduction it is conducive for all activities which is “*Weyna dega*” with mean annual temperature ranges’ between 9.3°C and 29.8°C where as the mean annual rainfall ranges between 85.9 ML and 428.1ML (Metrological service agency Mekelle branch) sited in Axum media and information developmental planning 2010).



study area

MAP OF THE STADY AREA



Figuer3.7:Map of the study area with respective kebeles,the two xtremes are the sampled kebeles.

3.3. Historical development of Axum

The exact time when Axum emerged as a center of state is not certain because of the lack of sources. But based on some evidences of scholars assumption the origin of this state has been emerging in the middle of second century BC. This assumption was mainly based on the document known as the periplus of Eritrean Sea which was written around 50 AD, Temesegen et- al (2005). At the beginning, it seems that the Axumaite state was dominated by land owners who derived much of their income from agriculture. But later on the Axumaite economy become highly dependent on the income from the Red Sea trade, which it monopolized. On the Red Sea coast there was an ancient port of Adulis, through which several foreign merchants came to Axum. This port rendered shipping services, for which the merchants have to pay. From this port, very important trade route also stretched to the interior of Axum. So, the Axumaite state controlled both the internal and external trade and became very much prosperous, particularly, when Axum took over the control of the port of Adulis, its prosperity become reaching highest peak. The local and international trade contributed very much to the development of important towns including Axum itself. Axumaite kings further promoted the trade by issuing coins of Gold, Silver and Bronze, which bear their images. It seems that they were using these coins for an international trade. This trade brought an immense wealth and prosperity to Axum. With this income the Axumaite kings built magnificent stales, places and churches, which are sign of the advanced technology of Axumaite civilization, know which are serve as center of tourism in Ethiopia today. In order to protect these lucrative trade and trade routes from rivals, the Axumaite rulers built a strong military force using the income from the Red Sea trade. Moreover, they began to expand their territories in different directions by the use of this army (ARCCH, 2006)

In this hey days Axum's territorial extent came to include the whole region between the Red Sea coast in the East, the highland region overlooking the Blue Nile (Abbay) river in the west, the northern tip of Eritrea in the North and Northern Shawa in the south. Later in the middle of the four century, during the reign of king Ezana Christianity was introduced to Axum this further reinforced the exposure of Axum to outside world and Axum becomes reaches its highest pick in this period but after this period its prosperity became declined gradually. The prosperity and growth of Axum was directly related to its control of the Red Sea trade. Similarly, the Axumaite state and civilization began to decline when its Red Sea trade faced serious competition from south Arabians rebellion against king Kaleb (r500-533 AD) broke out. Kaleb had once controlled south Arabia in 525 AD. But the south Arabians finally expelled Axumaite governors and soldiers from their region between 580 and 590 AD. Thus Axum lost its control of the other side of the Red Sea trade. (Ibid, 2005).The rise of Islam in the 7th century AD and other subsequent creations of a vast Muslim empire led to intensive rivalry between Axum and Muslim Arabs over the Red Sea trade. The port of Adulis was destroyed by the Arabs in the early eighth century AD. The loss of revenues from the port and the Red Sea trade resulted in the military weakness of Axum. Without strong military power Axum

could not check external invasions and internal rebellions from the Beja and other people. These external and internal pressures led to the gradual shift of the political center of the Axum state to the south. Finally, the Axumaite power declined and its kings totally lost their power to a new dynasty known as the Zagwe in the mid level of 12th century AD (Temesgen et-al, 2005)

3.4. Demographic Characteristics

Administratively the town is structured into four kebeles of Hawelti, Hayelom, Kindya and Maebel with a total population of 46,887 out of this number 21,778 and 25, 108 are males and females respectively with the total house hold head of 13,790 out of this number of total house hold heads 6,405 and 7,385 are meals and females respectively. The annual growth rate of the populations is 2.5% almost less than by 0.7% from the national average, (Axum city Administration office of plan and finance development plan process, 2010).

3.5. Socio economic features

The source of livelihood and backbone of Axum's economy are Agriculture, Tourism and trade respectively. Although the tourism sector ranked secondly, it is difficult to say the sector is exploit and benefit the community as its potential due to a number of socio-economic problems, until know Axum have not enough asphalted road even the main road Adwa to Axum is under construction, it also have not enough water supply the water coverage is 45%. In addition to this the area is also not have enough financial institutions even the available financial institutions of Ethiopian Commercial Bank, Wegagen Bank, Anbesa Bank and *Dedebit* credit and saving institutions have not accessible for visa card, Credit card and ATM which helps to elongate time of stay of tourists. Although those problems hinder the development of tourism as its potential the construction of the modern air port, telecommunication, and tourist information center has contributed a lot in stimulating the tourism environment [offthetown](#).

3.6. Tourist sites of Axum

For a large number of years in ancient time, Axum had been served as apolitical and religious center of Ethiopia. It was the capital of the Axumait kingdom and considered as the first well known permanent capital in the history of the country. It has still a considerable symbolic role for the Ethiopian church and state. During its long history, Axum greatly contributed too many human developments. It has been a repository of tremendous archaeological and historical treasures including the stale, the rock tombs, temples, the palaces, churches, the stone thrones and other. Let see those tourist attraction sites one by one

3.6.1. The stelae park

This occupies the north east of the town on the foot of *Bete Giorgis*. The park comprises seven monolithic stela with which Axum is identified but now only the three are visible. Three of the steles are unmatched examples of ancient architecture, and the most eye-catching relics. One of these measures over 33 meters and weighs over 500 tons, this stela fell at some remote period in the past and now lies in broken segments on the ground close to the standing stela. It is believed that this stela fell during the attempt to erect it. It represents a tall and slender building of 13 storey and all sides are decorated. The second largest stela looted by the Italian fascists in 1937 and was erected in Rome facing the head quarter of the UNFAO, but returned back to its home in April 2005 after a series of efforts by successive Ethiopian governments, since the time of Emperor Haile Selassie I. The third one measuring 23 meters, still stands in Axum. All these giant stela were executed with great precision and depict multi-storied buildings with windows and doors. The technology by which these massive monoliths, the largest single piece of stone erected anywhere in the world, were moved several kilometers from the quarry and then erected is still not understood (Mengistu, 2008)

3.6.2. The church compound

It is located opposite to the stelae park within the compound; there are remains of the base of the original church, the old rectangular and the new circular churches, the Ark sanctuary and the treasure house.

3.6.3 *Mai-Shum* (Queen of Sheba's Bath)

On the foot of *Mai Qoho* hill, there is a huge water reservoir hewn out of solid rock, known as queen Sheba's bath, which form a focal point of the annual ceremony of *timket* or Epiphany which takes place mostly on 19 January. Access to the water is either from the hill side or by roughly hewn steps at the foot of the reservoir. It was supposed to have supplied water to the early city for large irrigation systems but now it serves as tourist attraction site see (figure3.8)



Figure3.8 *Mai-Shum* (Queen of Sheba's bath)

Source: <http://www.sacred-destinations.com/Ethiopia/axum-photos>.

3.6.4. King Ezana's park

It is a plot of triangular land covered with cedar trees. There are few stelae standing which were erected in the 4th century to record the victories of king Ezana.

In the enclosure is a stone bearing an inscription which describes the military campaign conducted by king Ezana against his enemies and those who rebelled against his rule. The inscription was written in three ancient scripts (Sabean, Ge-ez and Greek). see (figure3.9) below:



Figure3.9 King Ezana's park

Source: <http://www.sacred-destinations.com/Ethiopia/axum-photos>.

3.6.5. Ruins of palace buildings

In Axum there are many ruins of palace buildings which are located on the western side of the town, on the outskirts of Axum on the way to Gondar. Today those ruins bear the names of *Endamikael*, *Endasimon* and *Te'eka Mariam*. The ruins of buildings at *Te'eka Mariam* are also called the place of Queen Sheba.

3.6.6. Tombs of Axumaite kings

The tombs include Romhay, Bazen, Kaleb and his son Gebremeskel. The tomb of Romhay is situated within the stela park in that area there are massive constructions known in the archaeological literature as the tomb of the false door lies to the left of the tallest standing stela. The tomb was built on a massive stone slab placed horizontally. The structure, which is stone roofed, consists of an ante-chamber and inner-chamber. The floor is approached down a flight of steps from a paved entrance court.

The tomb of Kaleb and his son Gebremeskel is located north east of the stela park, on the valley between *MaiqQoho* and *Bete Giorgis* hills, appears a series of historic remains. Generally it is difficult to describe and list all Axum tourist attractions for catching some information the above listed as birds' eye view is enough.

CHAPTER FOUR

4. Results and Discussions

This chapter discusses the study results based on the survey collected data from the field work. These results will provide the basis for the formulation of guidelines and recommendations pertaining to appropriate responsible policies and measures preventing negative tourism effects and reinforcing and up grading the positive ones. Interpretation of the main patterns of perception of socio-economic impact revealed in this chapter will thus prepare the way for an appropriate course of action to ensure the development of tourism became responsible in terms of economically, socio-cultural, environmentally as well as politically in Axum.

4.1. Characteristics of the respondents

The research sample for the quantitative component of the study comprised **170** respondents. Out of those respondents **130** HHs were selected from the kebele of Hawelti and Meabel randomly the rest **40** respondents were selected from the foreign and domestic tourists **20** respondents from each were taken randomly.

Respondents' regarding interviewed and those who were participated in FGD there were **38** respondents generally well distributed across gender, age, activity of involvement and occupation.

The purpose of presenting demographic profile is to offer further insight into Axum's tourism development and its impact on socio-economic impact of the community in addition to this it serves as the background and point of reference to the interpretation of the data.

Table4.6. Frequency distribution of respondents by sex and age

Age group	Business HHs				Non-business HHs				Foreign Tourist				Domestic tourist			
	No of M	No of F	Total No	Total %	M	F	Total No	Total %	M	F	Total No	Total %	M	F	Total No	Total %
< 30	8	7	15	34.1	16	15	31	36.05	3	4	7	35	1	4	5	25
30-40	10	7	17	38.63	14	11	25	29.07	3	-	3	15	4	2	6	30
41-50	5	3	8	18.18	9	8	17	19.77	2	2	4	20	5	2	7	35
51-60	2	1	3	6.82	4	1	5	5.81	3	1	4	20	1	-	1	5
60 & above	1	-	1	2.27	5	3	8	9.30	1	1	2	10	1	-	1	5
Total	26	18	44	100	48	38	86	100	12	8	20	100	12	8	20	100

Source: Own survey, 2011 M=male, F=females

There were almost relatively equal representative in terms of gender. Women accounted for 43.1% while men were accounted for 56.9% of them whole sampled population of business and non-business HHs. This is almost good gender balance achievement. Regarding tourist's sex composition out of the total sampled

of 40 respondents 16 of them are females that is 40% the rest 24 are males that is 60% this is also good gender balance achievement in order to get clear and unbiased information from both sides. On the issue of age structure as shown from (table,4.6) the respondents were proportionally represent from all age group which helps to gather good data perception and view from all age group in a proportional way.

The age of tourist respondents shows 30% of the respondents are below the age of 30, almost half of the tourists are found within age of 30-50 that is 50% the rest 20% are found within the age of 50 and above.

Table4.7. Frequency and percentage distribution of HHs by educational status

Educational Status	Business community		Non-business community	
	Frequency	Percent	Frequency	Percent
Illiterate	4	9.09	9	10.47
Adult education	-	-	9	10.47
Church education	-	-	11	12.79
Grade 1-8	9	20.45	10	11.62
Grade 9-10	15	34.09	8	9.30
Grade 11-12	8	18.19	9	10.47
College graduate and above	8	18.19	30	34.88
Total	44	100	86	100

Source: own survey, 2011

Education is a basic parameter for any development activity particularly for tourism industry development. It makes people well informed about the costs and benefits of tourism and tries to upgrade the benefits by minimizing even elevating the costs by Applying improved tourism management. Educated people can also understand and adopt new practices and technologies which can help to upgrade the tourism industry by filtering the obstacles and hindrances of the sector, in line with this; educational status of respondents was assessed. As shown in (table4.7) the educational status of the respondents ranges from illiterate to college graduate and above, the greater proportion of the respondents that is 38(29.2%) are college graduates and above where as the smaller proportion adult education that is9(6.9%)

Table4.8. Frequency and percentage distribution of HHs by duration of stay

Year	Business HH respondents		Non-business HH respondent		Total Number	Total %
	Frequency	Percent (%)	Frequency	Percent (%)		
≤ 10	11	25.00	24	27.90	35	26.92
11-20	17	38.64	21	24.42	38	29.23
21-30	10	22.72	24	27.90	34	26.15
31-40	4	9.09	10	11.64	14	10.77
40&above	2	4.55	7	8.14	9	6.92

Source: own survey, 2011

Generally 95 (73.08%) of the total respondents had been living in Axum for between 11 and 40 years and above. This indicates a fairly stable community in terms of those respondents, the majority of these respondents would be aware of the rich tourist attractions history and transformations the ancient town has under gone in the various eras.

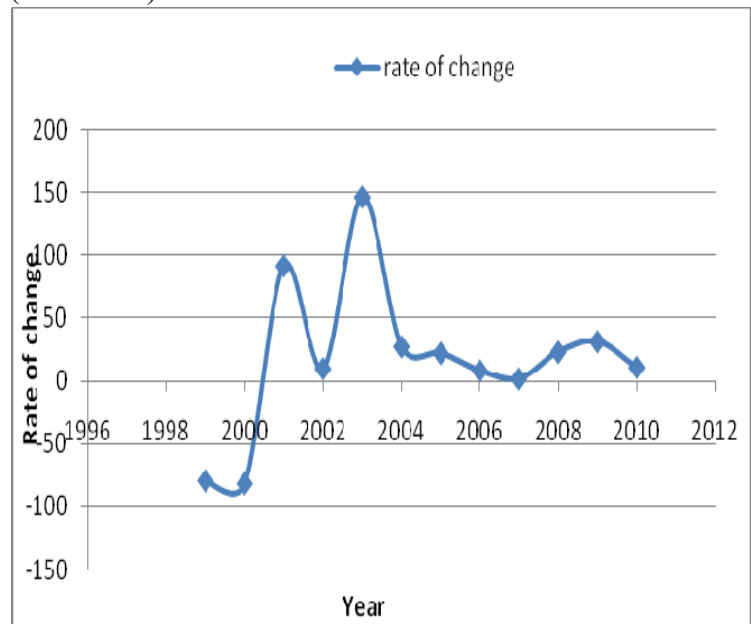
4.2. Patterns of tourist flow and income generated

Record documents show that the numbers of tourists who are visiting Axum are increasing from time to time. This is due to the little improvement done in infrastructure services by the town municipality and tourism office from time to time. Based on this fact the trends of international tourists flow and revenue generated was assessed in (table4.9 and4.10)

Table4.9. Trend of foreign tourists flow in Axum (1998- 2010)

No	Year	Number of tourist arrivals	Increment rate by %
1	1998	6625	-
2	1999	1382	-79
3	2000	259	-81.3
4	2001	2633	91.6
5	2002	2370	9.98
6	2003	5836	146.2
7	2004	7434	27.38
8	2005	9088	22.24
9	2006	9850	8.38
10	2007	10040	1.92
11	2008	12360	23.1
12	2009	16244	31.42
13	2010	18032	11.00
Grand total		102,153	

Figure4.10. Rate of change of foreign tourist in Axum (1998-2010)



Source: based on table 4.9

Source: Tourism Agency Information Center, (2010)

From (table 4.9) one can conclude that the number of tourists who visited Axum showed an increment except for years 1998, 1999 and 2000 due to the Ethio-Eritrean border conflict during the mentioned years, this is the reason why the rate of change becomes negative in the mentioned years.

Table4.10. Tourist flow and Revenue generated in Axum from (1998-2010)

No	Year	Foreign tourist		Domestic tourist	
		No of tourist	Income earned	No. of tourist	Income earned
1	1998	6625	289,934	9,480	32,490
2	1999	1382	54,700	1,600	5,400
3	2000	259	12,100	3,065	7,514
4	2001	2633	114,282	7,733	11,600
5	2002	2370	110,365	7,250	16,400
6	2003	5836	244,791	7,273	16,371
7	2004	7434	328,208	9,353	23,806
8	2005	9088	393,273	10,861	26,170
9	2006	9850	418,009	12,200	31,000
10	2007	10040	405,830	14,564	35,477
11	2008	12360	495,627	16,026	32,661
12	2009	16244	624,778	21,259	51,690
13	2010	18032	666,732	22,359	70,392
Total		102,153	4,158,629	142,960	360,971

Source: Axum Tourism Agency Information center 2010.

Generally, the income which gained from the tourist is increase from time to time for instance, the office (culture and tourism office) received 676,468 and 737,124 birr in the two consecutive years of 2009 and 2010 respectively. Similarly the church also received 364, 232 and 382, 453 within the two consecutive years. Totally the town was receive 2, 160,277 birr with in the two consecutive years excluding of tourist expenditure on transport, guides, accommodation and others. This is due to little improvement in infrastructure development which in turn increased the flow of tourists and income generated. Even though, there is an increment in the flow of both tourists and revenue generated from the sector for the past few years in the town, it is still very small compared to other similar tourist destinations registered by UNESCO as world heritage center and its potential of tourist attraction sites endowments history and age. This indicates the concerned body and the community will be expect to work more for the future, in order to get the town balance and proportional revenue with its history, tourist attraction sites and religious attractions.

4.3. Status of tourist accommodations

The status and comforts of the accommodation is a great role in the development of tourism industry in terms of tourist flow and revenue generated from them. By considering this role Axum town culture and tourism office by collaborating with the town trade and industry office categorized the 31 hotels into six

standards. Those are three star (3*) hotels one star (1*) hotels, standard A, B, C and D hotels. The first category comprises two hotels that are Yaha and Romhay hotel with three stars (3*) hotel standards, having 70 and 74 single and double bed with individual availability of toilet and shower respectively. The second group comprises five hotels with one star (1*) with 91 and 36 single and double beds respectively with available of toilet and shower as individual or common based on customers interest. The third group includes one hotel with standard of “A” with 6 and 2 single and double beds respectively available with individual and common toilet and shower as customers’ preference. The fourth group includes two hotels with the standard of “B” with 32 and 24 single and double beds respectively, one is available with individual toilet and shower only where as the second is available with both individual and common toilet and shower based on customer preference.

The fifth category comprises ten (10) hotels with the standard of “C” with 149 and 21 single and double beds respectively, six of them have common Shower and Toilet, the rest four them available with both individual and common Shower and Toilet as customers preference. The last and the sixth categorize includes eleven (11) hotels with the standards of “D” with 156 and 13 single and double beds respectively from the total of hotels which are categorized in this standard ten (10) of them are available with only common toilet and Shower the rest one (1) is available with individual and common toilet and shower as the customers preference.

Table4.11. Number and percentage distribution of hotels by their standards

Standards of Hotels	Number & percent of hotels		Number of beds		Total number of beds	
	Number	Percent	Single	Double	Number	Percent
Three star hotels(3*)	2	6.45	70	74	144	21.36
One star hotels (1*)	5	16.13	91	36	127	18.84
Standard “A” hotels	1	3.23	6	2	8	1.19
Standard “B” hotels	2	6.45	32	24	56	8.31
Standard “C” hotels	10	32.26	149	21	170	25.22
Standard “D” hotels	11	35.48	156	13	169	25.07
Total	31	100	504	170	674	100

Source: Axum Culture and Tourism office, (2010)

The standard “D” hotels account for 35.5% of the hotels and 25.1% of the beds in the town. The standard “C” hotels also account for 32.3% and 25.2% of the hotels and beds respectively, in the case of standard “B” hotels it accounts 6.5% and 8.3% of the hotels and beds respectively, where as in the one star hotel the total percent of hotels and beds is 16.1% and 18.8% respectively, where as in the case of three star hotels it accounts 6.5% and 21.4% of the total hotels and beds respectively. Therefore, the greater share of the hotels and beds are comprised in the standard of “D” and “C” with very low availability of individual

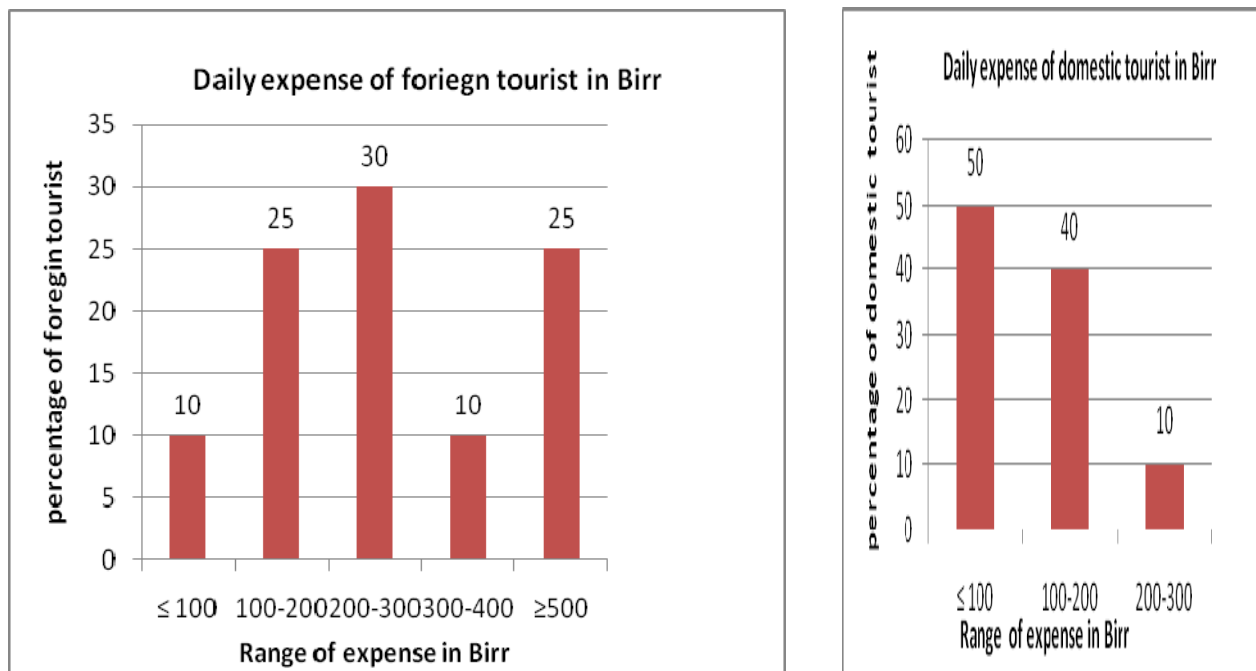
shower and toilet, this is the reason why most of the tourists complain on the issue of sanitation, water and food as a critical problem when they visit.

4.4. Average length of stay and daily expenses of tourists

There is almost similar average length of stay between foreign and domestic tourist's except with some difference in the case of domestic tourist in the length of stay four and above days. Based on the data gathered from the sample respondents, 50% and 45% of domes and foreign tourist stayed in Axum for two nights respectively, the rest 20%, 15% and 15% of the domestic tourists stayed in the town for three, four and one night respectively, whereas, 35 and 20 percent of the foreign tourists stayed in the town for three and one nights respectively with no tourist stayed four and above nights. Therefore, the greater proportion of the tourists stayed in the town for the length of two nights.

Regarding the average daily expenses of tourists unlike of average length of stay there is great difference between foreign and domestic tourists. That means the daily expenses of domestic tourist is much lower than daily expense of foreign tourist (See figure 4.11)

Figure4.11. Average daily expense of tourist in birr 2010



Source: own survey, 2011

Based on the above figure 50% of the sampled domestic tourist respond that they spent 100 Birr and below per-person per-day next to this 40% of them replied as their daily expenses were in the range of 100-200 Birr per-person per day, the remaining respondents that is 10% expense in the range of 200-300 birr per

person per day and no any domestic tourist spent above 300 birr. Where as in the case foreign tourist 30% of the sampled spent in the range of 200-300 birr per person per day, 25% of them spent 500 birr and above 10% of them spent in the range of 300 – 400 birr the rest 10% and 25% also spent 100 birr and below per person per day and within the range of 100-200 birr per person per day respectively. Therefore, as we compare the domestic tourist daily expense with foreign tourist daily expense the variation is so wide. For example 50% (the largest share) of the domestic tourist respond that their daily average expenses ranged 100 birr and below per person per day where as 30% (the largest share) of foreign tourist respond that their expenses were between the range of 200-300 birr per person per day. In addition to this no one from domestic tourists was spent above 300 birr but 25% and 10% of the foreign tourists were spent more than 500 birr and between the ranges of 300-400 birr per person per day respectively. This is due to unproportional charge of fee for foreign tourists.

4.5. Perception of tourists on factors affecting the tourism environment in Axum town.

Even though the tourist flow and income generating increase from time to time in Axum town, the area could not exploit its tourist potential. Therefore, this section of the analysis discusses the major factors that affect tourists while they were in the town. The main factors include problems related to infrastructures, service provision and accommodation, guides approach and tourist site.

4.5.1. Infrastructures related problems

In Axum the problem of infrastructure is the major problem for the development of tourism. Generally infrastructure may include road, air ports, water supply system, electric power, communication system, Banking services and waste disposal facilities. The problem of inaccessibility is the most serious problems in relation to tourism, based on the information gathered through extended personal observation and some interviewed individuals.

The area no have accessible road transport to all tourist sites, due to this tourists could not get the opportunity of visiting other tourist sites which are far from the main road this become the main reason for the shorten duration of stay. Regarding other infrastructures water supply is also very limited even its quality is very low in this regard 65% and 85% of both domestic and foreign tourists respectively complain the quality and supply of water as a major problem.

Regarding transport infrastructure from the sampled foreign tourist 55% respond that they came to Axum town by using air transport where as 45% of them replied as they used road transport. More than half of the foreign tourist (55%) used air transport to reach Axum town. In the case of domestic tourist from the sampled 80% of them respond that they came to Axum by using road transport the rest 20% used air transport. From the domestic tourists who used air transport 75% responded that the Air port taxi price was high and the rest 25% responded as average with no any respondent of very high, low and very low. In the

case of foreign tourist, from the foreign tourist who used air transport 9.1% responded that the Air port taxis very high, 45.5% responded that by saying high and the rest 45.5% responded that by saying average with no any respondent low and very low. Generally from both the domestic and foreign tourist who were use Air transport rated the Air port taxi high, Average and very high with the percentage of 53.4, 40 and 6.6 respectively with no respondent low and very low. Therefore the high pricings of Air transport have a significant influence in the flow of tourists to the study area.

The respondents who were reach by car 45% of foreign and 80% domestic tourist were asked to express their perception on the accessibility of road and most of them respond that the road accessibility is not comfortable for travel even there are areas or tourist sites which did not get road accessibility still now in addition the Adwa- Axum dry weathered road difficult to travel and easy movement of tourists. Therefore, the expensiveness of Air transport and the inaccessibility of road transport is considered as a cause for the under development of the sector in Axum town and obstacle for tourists.

4.5.2. Service provision and accommodation

Level of service provision and well prepared accommodation has a direct proportional with tourist flow and income generating. By taking this into consideration tourists were asked to express their opinion on the level and satisfaction of service provision and accommodation. Based on this the respondents respond that the service which render in hotels is very low with lack of sanitation, boring menu, lack of variety of foods and language problem. In addition, to this there are also service provision problems in Air port check in and checkout it takes much time, the same to that there is also provision of service rendering in banks which lacks visa card, ATM, Credit card etc. Tourists were asked to express their opinions regarding the accommodation price of hotel rooms, from the whole sampled foreign tourist 50%and40% of the responded that the price of hotel room is average and high respectively the rest 5% and 5% were rated the price of hotel room as low and very low. With regard to sampled domestic tourists 70% 20% and 10% rated the price of hotel room as average, low and high with no any respondent with very high and very low. When compared the price of hotel room for foreign tourist and domestic tourist it is somewhat expensiveness to foreign tourist than domestic tourist this may be due to purchasing power of foreign tourist have better than domestic tourist. In addition to price of hotel room both tourists were asked to express their opinion on the problems they face with in their hotel room. Based on this 85% of foreign and 65% of domestic tourists were respond clean and quality of water supply as their primary problem followed by some extent of food problem for foreign and sanitation problem for both. But food problem is insignificant for domestic tourist and no one from both tourists were facing the problem of safety and electric power.

Therefore, the main problem for foreign tourists is water, with some extent of food and sanitation respectively in terms of severity. Whereas, the main problem for the domestic tourist is water with little influence of sanitation problem.

Tourists were asked to express their opinion regarding the sanitation of their hotel room compared to their prices. Based on this from the total sampled both tourists rated the sanitation of their hotel room compared to its price as average (47.5%) low (30%) high (17.5%) very high (2.5%) and very low (2.5%). Tourists were also asked to express their opinion on the hotels sanitation in general, based on this 70% of domestic and 60% of foreign tourist rated the sanitation of the hotel in general as average (see table4.12);

Table4.12. Perceptions of both tourists on the hotels sanitation in general

Sanitation of Hotel in general	Domestic tourist		Foreign tourist		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Very high	-	-	1	5	1	2.5
High	2	10	4	20	6	15
Average	14	70	12	60	26	65
Low	4	20	3	15	7	17.5
Very low	-	-	-	-	-	-
Total	20	100	20	100	40	100

Source: own survey, 2011.

As one can observe from (table4.12), the sanitation of the hotel in general 65 %, 17.5 %, 15 %and 2.5 % rated the sanitation of the hotel in general as average, low, high and very high respectively. Although culture and tourism office made a discussion with the hotel and other accommodation owner to keep the quality and quantity of their service but the problem did not full minimized therefore, supervising the hotels and other accommodations and making additional discussion is necessary.

4.5.3. Guides approach

Generally there are 52 guides in Axum which are involved in the activities of guiding tourists privately with little supervision of the tourism office of the town. Most of the guides that is 30 (57.69%) are working in association under the name of association of guides Axum and it surrounding the rest 6(11.5%) and 16(30.8%) are working privately by taking license and employed in the travel agent respectively. Regarding educational standard all of these who are working by taking license and employed in travel agent diploma and degree holders where as those who are working in association are not as such well qualified. In line with this tourists were asked to express the perception on which they face guides approach related problem, based on this out of the domestic tourist who were used guides 67% and 33 %rate the guides knowledge of history and language skill as average and low with no one rated as very high, high and very low. Where as in the case of foreign tourist 50 %25 % 15% and 10% rated the guides'

knowledge of history and language skill as average, low very high and high with none of them replied very low. From the total sampled tourists 52.2% of both tourists rated the knowledge of history of guides and language skill as average, the rest 26.1% 13.1 %and 8.7% as rated the guide’s knowledge of history and language skill as low, very high, and high respectively with none replayed of very low. Whatever, more than half of the respondents ranked the language and knowledge history is average significant number of respondents were also rated as low. Therefore in order to avoid knowledge of language and history barrier an additional attention and strengthen of them in addition to the former taken action is need to train the guides and upgrade their language and history skill in order to help tourists to get the real information on the all tourist sites as well as to disseminate the real history of Axum.

4.5.4. Tourist sites

In addition to the infrastructure, service provision and accommodation problems which affect the tourists, there were also other problems which occur around the tourist site areas such as around the stelae park, church compound, tombs, and other tourist sites. These problems are high entrance fee spatially for foreigners, beggars, theft, sanitation problem, and lack of recreational facility.

To identify the extent of the problem related to entrance fees both tourists were asked to forward their opinion. Their perception is summarized under (table 4.13)

Table4.13. Perception of tourists on church’s stele parks & other attractions entrance fee in birr

Rating	Domestic tourist		Foreign tourist		Total	
	Frequency	Percent	Frequency	Percent	Frequency	Percent
Very high	-	-	14	70	14	35
High	-	-	4	20	4	10
Average	11	55	2	10	13	32.5
Low	9	45	-	-	9	22.5
Very low	-	-	-	-	-	-
Total	20	100	20	100	40	100

Source: our survey, 2011

From (table 4.13) one can conclude that the entrance fee of attractions is very expensive to foreign tourists than domestic tourist, this is the reason why the greater proportion of foreign tourist 70% rated as very high, where as the greater proportion of domestic tourist (55%) rated as average. Similarly based on the personal observation of the researcher in which he observes the church entrance fee for foreigner is 150 and120 birr for male and female per person excluding video camera fee respectively but to domestic tourist is 25 birr with no variation in sex with the variation of 125 birr between both tourists. The reason behind for the variation of entrance fee of attractions between males and females of foreign tourists is: - The Male tourists were allowed to visit all churches in the compound where as the female tourists were not allowed to visit all churches in the compound, meaning there are churches in the compound which can not allowed to enter

females, this is the reason why the entrance fee of foreign tourist vary between male and female with 150 and 120 birr respectively.

Therefore, it can be suggested that in order to attract more tourists the entrance fee for foreign tourists should be revise to suit their desire with reasonable cost and the government's tourist organization make any feedback assessment at any interval and the tourist office should also make frequent assessment to improve its operation for better performance. Tourists were also asked to express their opinions which problems they face in their visit by ranking based on severity of the problem, based on this the most severe problem which faced on tourists was beggars from the total tourists who faced this problem 28(77.8%) ranked the problem as the first (see table4.14);

Table4.14.Ranking order of problems which were faced on both tourists at tourist sites

Variables	Ranking order	Foreign tourist		Domestic tourist		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Beggars	1 st	13	81.25	15	75	28	77.78
	2 nd	3	18.75	5	25	8	22.22
	3 rd	-	-	-	-	-	-
	4 th	-	-	-	-	-	-
	5 th	-	-	-	-	-	-
	6 th	-	-	-	-	-	-
	Total	16	100	20	100	36	100
Theft	1 st	-	-	8	57.14	8	32
	2 nd	5	45.45	5	35.71	10	40
	3 rd	1	9.09	1	7.14	2	8
	4 th	3	27.27	-	-	3	12
	5 th	2	18.18	-	-	2	8
	6 th	-	-	-	-	-	-
	Total	11	100	14	100	25	100
Lack of recreational facility	1 st	5	26.32	-	-	5	23.80
	2 nd	3	15.79	-	-	3	14.29
	3 rd	3	15.79	-	-	3	14.29
	4 th	2	10.53	2	100	4	19.04
	5 th	3	15.79	-	-	3	14.29
	6 th	3	15.79	-	-	3	14.29
	Total	19	100	2	100	21	100
Sanitation	1 st	2	11.76	3	18.75	5	15.15
	2 nd	2	11.76	6	37.50	8	24.24
	3 rd	6	35.29	7	43.75	13	39.39
	4 th	4	23.53	-	-	4	12.12
	5 th	3	17.65	-1	-	3	9.09
	6 th	-	-	-	-	-	-
	Total	17	100	16	100	33	100
Language difficulty	1 st	3	15.79	-	-	3	15.79
	2 nd	11	57.89	-	-	11	57.89
	3 rd	4	21.05	-	-	4	21.05
	4 th	1	5.26	-	-	1	5.26
	5 th	-	-	-	-	-	-
	6 th	-	-	-	-	-	-
	Total	19	100	-	-	19	100
Cultural difference	1 st	-	-	-	-	-	-
	2 nd	3	50	-	-	3	50
	3 rd	-	-	-	-	-	-
	4 th	-	-	-	-	-	-
	5 th	2	33.33	-	-	2	33.33
	6 th	1	16.67	-	-	1	16.67
	Total	6	100	-	-	6	100

Source: own survey, 2011

Based on the number of respondent, as shown in (table 4.14) problems which affected tourists visit in the tourist sites rated in order of severity were beggars, sanitation problem, theft, lack of recreational facility, language difficulty and cultural differences respectively. However, there are differences between foreign and domestic tourists in perceiving and ranking these problems. As shows in table 4.14, domestic tourists ranked the problems beggar as the first to be followed by sanitation problem, theft and lack of recreational facility respectively with no complain on language difficulty and cultural difference. Whereas problem

ranking for foreign tourist is language difficult and lack of recreational facility, beggars, sanitation problem, theft and cultural differences respectively.

In addition to the data gathered from the sampled tourists the researcher also gathers information through interview and extended personal observation. Based on the interviewed respondent the availability of beggars theft, lack of sanitation problem and recreational facility have influence on the development of tourism in addition to infrastructural hindrances. As the researcher observed, the tourist sites such as church compound, the stelae park and other tourist sites, the accommodations are not well cleaned and not keep their sanitation due to this it become obstacle for tourists. Regarding the beggars and kids, the stelae park and church compounds was crowded with numerous beggars and kids that restrict the movement of tourists follow all the way and some time block the narrow passages by saying '*Ferenj*,' Money! Money!

Tourists were asked to express their opinion why they come to Axum and how they get the information, and how they find the community of Axum and the tourist site areas based on this most of the respondents replayed the reason why they come to Axum was to visit the tourist site few of them to celebrate the "*Hidar Zion*" to participate in exhibition bazaar and to visit their relatives. But almost the entire foreign tourist was come for the reason of visiting the tourist sites of Axum in particular and Ethiopia in general. Parallely, they were asked how they get the information and they responded that most of the foreign tourists were get the information through different books, journals and tourist guide books whereas most of the domestic tourists were get the information through legend and different media few of the foreign tourists were get the information through media and legend. Therefore, from this one can understand that most of the countries in general Axum in particular tourism resource is difficult to say fully known globally. Therefore, promotional efforts will be needed and mandatory to the future in order to get the country in general Axum in particular from the sector as it's expected.

Finally, tourists were also asked to express their opinion how they get the tourist sites in general stelae park, Zion church and museums in particular, based on this 17(85%), 8(40%) of domestic and foreign tourist respectively responded it is very interesting, 2(10%), 7(34%) of domestic and foreign tourist respectively responded somewhat interesting, the rest 1(5%) and 5(25%) of the domestic and foreign tourist were respond average respectively with no any respondent less interesting and below expectation.

4.6. Resident perceptions on the challenges for tourism development in Axum

The residents forwarded their point of view on challenges for the development of tourism industry. The data or information which was gathered from the survey (questioner) and focus group discussion is almost similar where as the data gathered through interview is somewhat detailed with factual numbers. Therefore, the general challenges for the development of tourism sector in the town can be generalized

(summarized) in to six major factors those are lack of coordination, lack of promotional works, lack of awareness. In adequate in quality and quantity service provision, lack of infrastructure development and geographical location of the area .For details each factor is given below;

4.6.1. Lack of coordination

The tourism industry is multi disciplines (multi-sector) under taking inter related activity that requires more coordination with different sectors and actors of the sector. It involves a wide range of institution such as governmental, religious development investors, civil societies and local communities. Therefore, tourism is not at all a task of to be left to a single institution, but as per the information obtained from the head of the tourism office of (Ato Tadros) and the surveyed respondent this kind of phenomena is common in Axum which the mandate is only left to the culture and tourist office of the town. Therefore this becomes the main challenge for the development of the sector in Axum town.

4.6.2. Lack of promotional works

As per the information obtained from Axum culture and tourism office attraction expert case team, most of the countries tourism resources were almost unknown internationally and even by the residents themselves, even those who have information about the country's tourism resource, the bad image that the country has retarded them not to come. Therefore, the lacks of promotional and marketing efforts have an influence in the town's tourism development. Even though ,the town culture and tourism office trays to open its own website and have time coverage in Ethiopian television under the program of tourism for development there are also things left which cannot done still now. Thus, the town even the country at all demands extensive promotional efforts.

4.6.3. Lack of awareness

Most of the surveyed respondents replayed the main problem for the under development of the sector is lack of awareness of the community. In addition to this the information which is obtained from interview and focused group discussion (FGD) elaborates this idea by saying “there is a considerable misunderstanding at almost all levels of the society with regard to tourism sector. Many societies consider tourism as a luxurious industry with little or no significant to the country's economy in general and to Axum town in particular and also there are societies wrongly perceive tourists, as rich person who spend money at will who generously provide aims. Due to this many service renders asked them over charging fee and many adults and street children's follow them by saying” “*Ferenj*, Money! Money”! Due to this 36(90%) of tourists complained beggars were the main problem for their free movement of visiting. In addition to the above problems the communities also have little awareness on the tourist attraction resources and not committed to protect them. Even though, the culture and tourism office of the town trays awareness creation to the community regarding economical, socio-cultural and political importance's of

tourism but it is difficult to say it is fruitful because of lack of redundancy. Therefore, those all lack of awareness problems leads to for the underdevelopment of the tourism sector as it's expected.

4.6.4. In adequate in quality and quantity service provision

As per the information obtained from the interviewed and focus group discussion shows the inadequate in quality and quantity service provision in hotels, in guiding service in suveniouris shops, in recreational facilities and other activities is not adequate in its quality and quantity. As one can observe from (table 4.14) 33 (82.3) and 21(52.5%) both sampled tourists complained on the issue of sanitation and lack of recreational facility service respectively.

Therefore the inadequate in quality and quantity service provision have a great influence on the tourism development of the town.

4.6.5. Lack of Infrastructure development

As per the information obtained from the head of tourism office of the town, tourism industry is highly requires quality infrastructure to maintain the pre planned tourist stay days in the town the tourism is sympathetic to the availability of proper, reliable and none-interrupt infrastructure service like power, water supply, road access and sanitation around the hotels and tourist sites because tourist perform their tours and other activities in a pre-designed budget and time. Therefore, if tourists face interruption of power, water supply, road access and problems of sanitation they cannot tolerate. As a result, they can turn back to their homes even before the elapse of the pre-designed budget and time. In relation to this tourist were asked to forward their opinion in order to facilitate them and other tourists what facilities are needed in the tourist attraction areas, based on this most of the tourists were forwarded infrastructure facility specially road infrastructure should improve, few of them also replayed protecting its sanitation and avoiding beggars and kids around attractions. Therefore, the inaccessibility of road infrastructure has great influence on tourists. This result is also in line with the report obtained from municipality office head, i.e. the road access to historical sites like Atsa kaleb tomb is eroded and dilapidated due to lack of maintenance and the historic site *Gobo Dura* and *Beta giorgis* has no road accessibility at all, this is due to lack of financial resource budget which is limited to 2,438,594.99birr which can not cover the all expenditures. Similarly the annual budget of the town and the culture and tourism office is limited to16, 531,873.42and 1,578,421birrrespectively excluding the income which is received in terms of donors from different institutions. Therefore, limited amount of budget can be considered as obstacle for the development of the sector.

Furthermore, the HHs and tourists respondents replayed road accessibility adequate water supply, banking service, accommodation problem are the main problem. Thus the poor infrastructure provision in the town

affected the flow of tourists and investment (keeping other variable constant). This in turn influence the competitiveness of the tourism industry in terms of annual tourists and revenue generated from it.

The total road availability in the town is 10.16km asphalt, 2 km cobblestone, 70.57 km gravel road, 107 km earth road and 1km stone paved. This indicates the existing road infrastructure is inadequate and poor in quality. But the municipality planned to expand the road accessibility of asphalt to 20 km, cobblestone to 14 km, earth road to 190 Km and increasing the water cover rage form 45% to 85%.

4.6.6. Relative location of the town

As the information obtained though interview indicates Axum is located at the northern tip of Ethiopia almost 1041km far from the country's capital city Addis Ababa and near to Eritrea. In this way when foreign tourists arrive in Addis Ababa most of the tourists were visit areas which are near to the capital city and other areas which are near to the capital city of the country relatively from Axum, later they were come to Axum after finishing their money and they may not stay more than one or two days even they may not come to Axum. In this case the geographical location of the town" has influence on the development of the sector.

The other relative location factor is the Ethno-Eritrea border conflict; The Ethio-Eritrea war has its own influence on the development of the sector in two ways: one is in decreasing even in totally cutting tourists who crossing Eritrea, second decreasing the number of tourists who were enter to the town from different countries and regions due to frustration of the political instability of the two countries.

Therefore, the geographical location of the town has its own influence on the development of the sector.

4.7 Impacts of tourism as perceived by different stake holders

The method employed for assessing the existing multi- dimensional impact of tourism is developed from the literature review. As discussed in chapter two, the assessment of whether positive or negative impacts depend, impart, on objective criteria and impart on the perception of different stake holders. Thus, by taking these methods into consideration, efforts have been made to evaluate the magnitude of the ongoing multi-dimensional tourism impacts in Axum.

4.7.1. Economic impact of tourism

Discussions on the economic impact of tourism generally begin with the claim that tourist expenditure represents an injection on new money into a destination economy that has multiple effects on the development of that economy. Tourism is a second economic activity next to agriculture which provides opportunity of jobs and income improvement to dowlers of the town to participate in income generating like: souvenirs and different art gallery shops, hand crafts, guide services catering, hotel and taxi driving services. In this case the sector creates income improvement and employment opportunity directly and

indirectly. As it can be plainly evidenced from (table4.10) the town received 4,158,629 and 360,971 birr for the last 13 years from foreign and domestic tourists respectively from different tourist expenditures. But the trans-acts and multiplier effect nature of the income earned from tourists expenditure makes the assessment of tourisms net effect income complicated. To reduce such inconveniences, the average monthly income of business HHs and the annual tourist flow have taken as indicative of the magnitude relationship between income and tourist flow for the consecutive of four years.

Table4.15. Percentage and frequency distribution of monthly average income of business household heads by category (2007-2010)

Name of business owner category	Monthly average income in birr	2007		2008		2009		2010	
		No	%	No	%	No	%	No	%
Merchants and all shops owner including souvenirs & art gallery	<200	2	4.55	1	2.27	1	2.27	-	-
	201-400	3	6.82	5	11.36	5	11.36	6	13.64
	401-600	3	6.82	4	9.09	4	9.09	2	4.54
	601-800	8	18.18	6	13.64	3	6.82	7	15.91
	>800	3	6.82	3	6.82	6	13.64	4	9.09
	Total	19	43.19	19	43.19	19	43.19	19	43.19
<ul style="list-style-type: none"> ▪ Hotels ▪ Restaurants ▪ Snacks ▪ Cafeterias ▪ Tearooms ▪ Bars and grocery and mixed business owner 	<200	-	-	-	-	-	-	-	-
	201-400	3	6.82	2	4.54	3	6.82	3	6.82
	401-600	13	29.55	13	29.55	9	20.45	4	9.09
	601-800	1	2.27	2	4.54	5	11.36	4	9.09
	>800	1	2.27	1	2.27	1	2.27	7	15.91
	Total	18	40.91	18	40.91	18	40.91	18	40.91
Local liquor house owners	<200	2	4.54	2	4.54	2	4.54	3	6.82
	201-400	4	9.09	4	9.09	4	9.09	3	6.82
	401-600	-	-	-	-	-	-	-	-
	601-800	-	-	-	-	-	-	-	-
	>800	-	-	-	-	-	-	-	-
	Total	6	13.63	6	13.63	6	13.63	6	13.63
Travel agents owner	<200	-	-	-	-	-	-	-	-
	201-400	-	-	-	-	-	-	-	-
	401-600	1	2.27	-	-	-	-	-	-
	601-800	-	-	1	2.27	1	2.27	-	-
	>800	-	-	-	-	-	-	1	2.27
	Total	1	2.27	1	2.27	1	2.27	1	2.27
Grand total		44	100	44	100	44	100	44	100

Source: own survey, 2011

As shown from (table4.15) the amount of income of the sampled business HHs received for the past four consecutive years showed increment with the exception of business HHs who have monthly average income of less or equal to 200 birr and with the range of 401-600 birr. From the sampled business HHs who receives an average monthly income of greater than 800 birr increased from 9.09%in 2007 and 2008 to 15.9% and 27.3% in the year of 2009 and 2010 respectively. In the same way the business HHs that have average monthly income in the range of 201-400 also increase from 22.7% to 25% and to 27.27% in

the from 2007-2010 years with no increment in 2010. In addition to this the sampled business HHs which have average monthly income in the range of 601-800 birr there is no any increment with the consecutive of three years i.e. 20.5% but changes to 25% in the year of 2010. In the contrary business HHs who have monthly average income less than or equal to 200 birr was 9.1% in 2007 and declined to 6.82% in the rest three years with no variation in them decline with the rate of change of -25.0% rate of change. For better understanding of the magnitude of relationship between income of business HHs and tourist flow see by associating both variables in the table below;

Table 4.16. Rate of change average monthly income distribution of business HHs and annual tourist flow (2007-2010).

Type of business HHs category	Average monthly income							Annual tourist flow						
	2007	2008	% b/n A&B	2009	2010	% b/n B&C	% b/n C&D	2007	2007	% b/n A& B	2009	2010	% b/n B&C	% b/n C&D
Category one	556.91	560.42	0.63	597.79	619.33	6.7	3.6	24604	28386	15.37	37503	40388	32	7.69
Category two	516.87	570.73	10.42	650.30	696.05	14.0	6.1							
Category three	225.13	237.27	5.39	256.67	230.27	8.2	-10.3							
Category four	575	654	14.63	700	1220.83	7.0	74							
Average	468.48	505.65	7.77	551.23	691.62	9.0	18.4							

A= 2007 B= 2008 C= 2009 D= 2010

Source: own survey 2011

NB: The percent indicates the rate of change

From (table 4.16) one can conclude that the average monthly income of business HHs was increase from year to year as the number of tourist flow increase except in the 3rd business category in 2010, but the rate of increment (rate of change) was not the same in all business HHs category which ranges from 23.9-0.8 rate of change. Based on the rate of change monthly average income calculation all of the business HHs category have direct or positive relationship with annual tourists flow, based on the magnitude of relationship from higher relationship to lower relationship ranking order of the four business category are:- travel agent owners (23.9%) hotels, restaurants, snacks, cafeterias, tearooms, bars and grocery owners (7.6%), merchants and all shop owners including souvenirs and art gallery (2.7%) and local liquor house owners (0.8%) respectively.

The other economic impact of tourism is creating employment opportunity of dwellers. Tourism is identified as a diverse and decentralized industry in which is believed to affect several sectors of local economies because it is 24 hours a day, 7 days a week, labor intensive business and generates multiple employment opportunities across sectors and for every section of a society. In general there are 2389 employed workers in tourism related activities in the town in 2010.

To analyze the magnitude of relationship between employment opportunity and tourist flow business household head respondents were asked the number of employed workers in the four consecutive years and replied as follows;

Table4.17. Number and Percentage distribution of employed workers in business HHs (2007-2010)

Type of business HHs category	2007		2008		2009		2010	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
category one	18	12	24	13.64	28	14.29	30	13.27
category two	123	82	141	80.11	155	79.08	178	78.76
category three	3	2	5	2.84	7	3.57	10	4.43
category four	6	4	6	3.41	6	3.06	8	3.54
Total	150	100	176	100	196	100	226	100

Source: own survey, 2011

As observe in (table4.17) the numbers of employed workers were increase from year to year as the annual tourist flow increases. For instance, the numbers of employed workers in all business HHs categories were 150 when the annual tourist flow was 24,608 in the year 2007 but increased to 176,196 and 226 employed workers in the rest consecutive years respectively when the annual tourist flow raise too. In addition to business HHs non -business HHs also get the opportunity of income improvement and job opportunity but when comparing with business HH sit is very low in case of income receiving. From the total sampled non-business HHs25(29.1%) of them were receive some income during months of high tourist flow September, November, January and April by associating the religious ceremonies of “*Gishen mariar*, *Hadar Zion*”, Epiphany and *Awsana* respectively. The non-business HHs receives the income by involving in Photo graphing, guiding, reception, selling different artifacts and others themselves and their families.

In addition to the open and close ended questions both HHs also asked to express their perception on the economic impact of tourism. Based this they were rating their perception as follows:

Table4.18. Perception of both HHs on economic impact of tourism

Economic related variable	Non-business HHs		Business HHs		Total A & B	
	Mean	Std	Mean	Std	Mean	Std
Employment opportunity due to tourism	3.29	0.879	3.11	0.868	3.2	0.8735
The role of tourism in stimulating local hand craft products	3.37	0.812	3.32	0.829	3.345	0.8205
Contribution of tourism for income improvement	3.29	0.810	3.34	0.713	3.315	0.7615
The influence of tourism in inflation (rising living cost) of Axum town	3.15	0.805	2.86	0.905	3.005	0.855
Total Mean	3.275		3.1575		3.216	

Code of mean value5= Very high 4= High 3= Average 2= Low 1= Very low Source: own survey, 2011

NB. A= non business HH B= Business HH

As one can observe from (table4.18) the total mean of the economic impact of tourism which are listed in the table is 3.2 a proximately close to above average. Although the mean difference between non- business and business HHs is insignificant there have been very slight differences with total means of 3.3 for non-business and 3.2 for business HHs, in both HHs the mean is approximately close to above average. To strength the data which was gather through questioner both open and close ended as well as perception (scaling or rating) questions the researcher also apply interview and FGD with the concerned bodies and selected local communities. As per the information gathered from both interview and FGD indicates tourism have both positive and negative impacts on the local community in the case of economic perspective but when compare both impacts the positive economic impact is more weighted than negative economic impact. As the data gathered from both respondents (interviewed and FGD) indicated the positive economic impacts of tourism are: creating employment opportunity, improving the income of local community, improves small scale enterprises like tour operators, tour associations, guides, handicrafts and others, economic power or source of livelihood for disable peoples and expands the construction of different social services and hotels are among the few of economic importance of tourism.

In the contrary tourism has also a negative economic impact on the local community of Axum town as the data obtained through interview from Axum culture tourism office and Axum economy and finance office as well as through FGD from selected community which were involve in the focus group discussion the negative economic impacts of tourism are one it aggravates economic stratification disparity; naturally peoples are involving indifferent activity to sustain their life this phenomena is common in Axum town. As the activity they involves different the income they received also different in this case communities which are participating (involving) in tourism related activity are more beneficiary than those who are involving in other activity in this way economic disparity or stratification is a head age to harmonize the towns development.

Second it motivates dependence and begging; one of the major problem of tourism in Axum town is it encourages dependence and begging even those who are energetic people specially in the high tourist flow month's by ignoring other opportunities which sustain their life they involve in the activities of begging and other cheating mechanism by making friendship with tourists specially foreign tourists in this way the tourism industry motivates dependence.

The third negative economic impact of tourism in Axum town is seasonal fluctuation; during the high tourist flow the community receive high amount of income from the tourist expenditure in different ways at sometime those who are involving in business activity employ temporary workers but after these months ended the income received from the tourists also minimized and withdraw their employees in this case it creates seasonal unemployment and unstable income. In line with this the business HHs were asked to

express opinions on did they face seasonal fluctuation in their income that affects their business, based on this 47.7% of the sampled surveyed were affected by this problem, from this percent 6.2%, 8.4%, 27.2% and 2.1% rated the severity of the problem as very high, high, average and low respectively with no any respondent replied Very low. From this number the greater proportion is occupied by business HHs owners of hotels, restaurants, cafeterias, Snacks, bars and grocery (category2) followed by business HHs of merchant, all shops including souvenirs and art gallery owners with the percent of 21% and 16% respectively the rest 10.7% is occupied by both local liquor house and travel agents owners. The reason for the seasonal fluctuation of the sector is the influence of climate change. Most of the tourists who visited Axum were from September to January in which the northern hemisphere winter which is comfortable climate conduction for free movement of tourists without affecting by hotness and coldness which is moderate climate conduction. In those months the tourist attraction areas spatially the stelae park underground attractions are free from flood and muddy area which is easy to move and to observe all things in the udder ground of the park. Similar to this during the summer season malaria is the third from the identified top ten diseases next to parasites and respiratory track infection which can harem money peoples due to fear of the diseases and other climatic constrain factors the town affects by the seasonal fluctuation.

4.7.2. Socio-cultural impact of tourism

This sub title focuses on impact assessment of the positive and negative impacts of tourism on the socio-cultural values of the host community of Axum. The result of this impact assessment will provide the basis for the formulation of guideline and recommendations pertaining to appropriate responsible policies and measures preventing negative tourism effects and reinforcing positives ones. To filter and distinguish the positive and negative impacts of tourism on socio cultural and to assess the magnitude of the impact the community were asked to rank the positive and negative impact interims of importance and severity respectively. To see things from multi directional in addition to the ranking order of perception questions the researcher also applied FGD and interview with the concerned bodies, therefore, based on this the result of the respondents were analyzed and interpreted as follows; both HHS were asked does tourism bring socio-economic benefits to the local community of Axum based on this 37(84.1%) business HHs and 69(80.2%) non-business HH were replied “Yes” the rest 7 (15.9%) business HHs and 17(19.8%) non-business HHs were replied tourism cannot bring any socio-economic benefit to the local community of Axum (see the table4.19 below).

Table4.19. Percentage distribution of respondents on positive socio-economic impact of tourism

Does tourism bring socio-economic benefits to the local community of Axum? If your answer is “Yes” which of the following socio-economic benefits generated due to tourism rank them according to importance’s	Alternative	Business HHs		Non business HHs		Total	
		No	%	No	%	No	%
	Yes	37	84.09	69	80.23	106	81.54
No	7	15.91	17	19.77	24	18.46	
Total	44	100	86	100	130	100	

Source: own survey 2011

Generally from the total respondent i.e. 130 the greater proportion i.e. 106 (81.5%) were replied tourism has brought positive socio cultural opportunities in the contrary 24(18.6) were replied tourism did not bring any positive socio-economic opportunity to the local community of Axum parallely they were asked to rank the variables based on their magnitude of importance by giving code 1st 2nd 3rd etc. Based on this the researcher were calculated by using SPSS the weighted mean as follows;

Table4.20. Weighted mean of the positive socio-economic variables

Variable name	Business HHs				Non-business HHs				Total			
	No	Mean	Std.D	Rank	No	Mean	Std.D	Rank	No	Mean	Std. D	Rank
Infrastructure improvement	37	3.03	1.301	3 rd	69	3.46	1.745	5 th	106	3.31	1.612	4 th
Prevention of historic site	37	3.89	1.612	5 th	69	3.45	1.641	4 th	106	3.61	1.636	5 th
Language improvement	37	3.16	1.659	4 th	69	3.03	1.807	3 rd	106	3.08	1.750	3 rd
Income improvement	37	1.32	0.669	1 st	69	2.25	1.718	2 nd	106	1.92	1.504	1 st
Cultural exchange	37	4.24	1.786	6 th	69	4.03	1.627	6 th	106	4.10	1.679	6 th
Creating job opportunity	37	2.14	0.887	2 nd	69	2.25	1.528	1 st	106	2.21	1.336	2 nd
Encourage political participation	37	6.08	1.299	7 th	69	5.72	1.494	7 th	106	5.85	1.433	7 th

Source: own survey, 2011

As one can observe from (table 4.20) the positive socio-economic opportunities which were emanated due to existence of tourism in Axum in their order of importance are income improvement, job opportunity, language improvement, infrastructure improvement, presentation of historic site, cultural exchange and encouraging political participation respectively. But there is a variation of ranking order between business and non business HHs as shown in the above table. The most important socio-economic variables to

business HHs is income improvement, creating job opportunity, infrastructural improvement, language improvement, preventions of historical site, cultural exchange and encouraging political participation respectively from higher to lower importance where as to the non-business HHs the most important things which were emanated due to existence of tourism sector were creating job opportunity income improvement, language improvement, prevention of historic site, infrastructural improvement, cultural exchange and encouraging political participation respectively from higher to lower importance's.

Generally the three most important socio-economic variables emanated from tourism are income improvements; create job opportunity and language improvement. In line with this the respondents which were participated in interview and FGD were forwarded their eye-witness on the socio-cultural opportunities of tourism by saying firstly most of the tourists which were come to Axum are cultural tourist thus, in order to extract the real information about the culture, architectural and historical monuments they made contact with different society of the community directly or indirectly. So, social contacts between tourists and local people results in mutual appreciation, understanding tolerance, awareness, learning, family bonding respect. Secondly, it improves language skill and cultural knowledge; a resident are educated about the outside world without leaving their homes and helps to improve their language skill. For instance as one interviewer said the place around the *Zion Mariam* church and stele park is known as "little London" the reason why this place is given the additional name little Landon is because the community specially the youth settled around that area speaks English language irrespective of its pronunciation. Therefore, in this way tourism sector helps to improve language skill of community. Generally based on the respondent point of view the positive socio-cultural opportunities of tourism are it helped to learn about each other's culture and customs, developing friendships and social life, developing pride, appreciation understanding, respect and tolerance for each other's culture as well as improvement of the social infrastructure for instance Axum Air port, Adwa to Axum water supply, Junior college which gives training for tour operators and guides, referral hospital and Axum university were social infrastructure which were constructed in relation to tourism sector.

In addition to the positive socio-economic opportunities of tourism the respondents were also asked on the issue of socio-economic costs or un desirable outcomes of tourism by ranking their severity in order to assess the magnitude of the un desirable out come see as follows:-

Table4. 21. Percentage distributions of respondents on negative socio- economic impact of tourism

Does tourism bring socio economic undesirable outcomes?	Alternative	Business HHs		Non-business HHs		Total	
		No	%	No	%	No	%
	Yes	28	63.64	56	65.12	84	64.62
	No	16	36.36	30	34.88	46	35.38
	Total	44	100	86	100	130	100

Source; own survey, 2011

From the total surveyed HHs 84 (64.6%) were replied that tourism sector has brought desirable outcomes to the local community but the rest 46(35.4%) of the respondents were disagree on the undesired outcomes of tourism on the socio-economic variables. Even though, the greater proportion of the surveyed population agree with the socio-economic problems emanated from tourism there is also a slight variation between business and non-business HHs, from the total business HHs i.e. 44 more than half of them i.e. 28(63.6%) were agree on the negative socio-economic impact of tourism the rest below half i.e. 16(36.4%) were believed that tourism could not bring negative socio-cultural impact on the local community. Where as in the non-business HHs from the total respondent i.e. 86 almost twofold i.e. 56(65.1%) were accept the negative impact of tourism on socio-economic of the community greater than by 1.5% from the business HHs which were replied Yes, the rest 30(34.9) of the non-business respondents did not agree on the negative socio-economic impact of tourism.

Generally when compared with (table 4.19) the positive socio-cultural opportunists of tourism with (table 4.21) negatives socio-economic impact of tourism, the positive socio-economic impact of tourism is better than the negative socio-economic impact of tourism based on the number of respondent rate. To assess the magnitude of the negative socio-economic impact respondents were asked to rank the problems based on severity and the researcher calculated weighted mean as follows;

Table4.22. Weighted mean of the undesired socio-cultural outcomes of tourism

Variable name	Business HHs				Non-business HHs				Total			
	No	Mean	Std.D	Rank	No	Mean	Std.D	Rank	No	Mean	Std.D	Rank
Prostitution	28	2.00	1.944	1 st	56	2.36	1.783	1 st	84	2.24	1.834	1 st
Student dropout	28	2.25	1.143	2 nd	56	2.45	1.606	2 nd	84	2.38	1.464	2 nd
Aggravating crime and alcoholism	28	3.82	1.416	3 rd	56	3.75	1.761	4 th	84	3.77	1.645	4 th
Raising livings cost	28	6.50	1.528	7 th	56	3.93	2.053	6 th	84	4.07	1.968	6 th
Loss of historical resource	28	4.07	1.464	4 th	56	3.88	1.955	5 th	84	3.94	1.799	5 th
Loss of cultural identity	28	4.61	1.685	6 th	56	3.34	2.100	3 rd	84	3.76	2.051	3 rd
Sanitation problem	28	4.36	1.789	5 th	56	4.77	1.829	7 th	84	5.35	1.911	7 th
Loss of natural landscape and open space	28	7.11	1.227	8 th	56	6.48	1.829	8 th	84	6.69	1.672	8 th

Source; own survey 2011

As shown from (table4.22)the negative socio-economic impacts which were emanated due to existence of tourism sector in the local community of Axum based on their severity are:- prostitution, student dropout, loss of cultural identity, aggravating of crime and alcoholism, loss of historical resource, raising living cost, sanitation problem and loss of natural landscape and open space respectively.

But the severity of the problem is not the same between business and non-business HHs. For instance, the ranking order of the severity of the problem to business HHs is prostitutions, student dropout, aggravate crime and alcoholism, loss of historical resource, sanitation problem, loss of cultural identity, raising living cost and loss of natural landscape and open space respectively. Whereas the non-business HHs major socio-economic problems are prostitution, student dropout, loss of cultural identity, aggravate crime and alcoholism, loss of historical resource raising living cost, sanitation problem and loss of natural landscape and open space respectively based on severity. Generally the three most severe socio-cultural problems which emanated due to existence of tourism in the area are: - prostitution, student dropout and loss of cultural identity respectively. So, the concerned body expected to formulate rules and guidelines in order to upgrade the positive and to minimize the negative impacts. In line with this the data which was gathered through interview and FGD also supports for the data which was gathered through survey questioner. As per the data obtained from Axum culture and tourism office Ato Fisshaindicates“whatever, tourism sector improves employment opportunity, income improvement, developing cross cultural exchange and language improvement it has also a diverse effect on the local community in case of increasing and aggravating begging, street children, feeling of dependence as well as prostitution which is the main headache for the town from few years before. But those who participated in prostitution most of them were come from other neighbor towns such as Shira, Mekele even from other towns of the country”. In relation

to this those who were participated in the FGD specially the religious and community elders were complain on the prostitution and loss of cultural identity by saying “Axum is a religious town in which for the first time Christianity has been emerged but this name has been eroded by expansion of prostitution and following western style by losing local culture, custom, value, wearing style, hearing style and so, on by considering as modernization.

This is also augmented by the result from field observations of the researcher, which pointed out the tourism sector has encouraged begging and street children by dropping out their class, for instance more than 70% of the youth and guides which were participated in the FGD were dropping their class.

“ meaning todays hand to mouth is better than of the surplus of next year as one of the youth who were participated in the FGD saying of proverb based on local language.

Generally, the sector creates both opportunities and challenges for the socio-cultural values of the community therefore, the whole of the community and the concerned bodies expected to work more to minimize those negative socio-cultural impacts in order to the tourism sector become socially acceptable.

4.7.3. Environmental impact of tourism

Tourism as several other economic activities is highly environment dependent activity, be it natural or man-made. Without appealing environment the activity of tourism may never exist, that means tourism and environment are highly linked, because environment is a physical setting within which tourism of any kind take place. The profound dependence of tourism on environment has, therefore, exposed the later to several folds of both negative and positive effects. To assess the degree and magnitude of the impact in Axum town both HHs were asked open and close ended and rating scale questions to forward their perception from practical point of view and analyzed as follows:

Table4.23. Percentage and frequency distribution of HH on environmental impact related questions.

Statement	Alternative	Business HHs		Non-business HHs		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Does the existence of tourism industry cause environmental problem?	Yes	13	29.55	24	27.91	37	28.06
	No	31	70.45	62	72.09	93	71.54
	Total	44	100	86	100	130	100

Source: own survey, 2011

As shown in (table4.23), 13(29.6%) of business HHs and 24(27.9%) of the non-business HHs replied that the existence of tourism industry in the town cause environmental problem on the community as well as on the historic sites by ranking the problems as environmental pollution, heritage degradation over utilization of resources and discouraging the rehabilitation of buildings from higher to lower severity respectively. In the contrary 31(70.5%) of business and 62(72.1%)non-business HHs replied that the existence of tourism industry in Axum cannot cause environmental problem on the community as well as on the historic sites

rather it is important on preservation of buildings, attractions, cultural and historic sites, conservation and regeneration of the environment. Generally from the total HHs respondents 37(28.5%) replied that the existence of tourism industry in the town cause environmental problem to community as well as on the historic sites, in the contrary the largest proportion i.e. 93(71.5%) of the total HHs respondent were replied that the existence of tourism industry in the town cannot cause environmental problem on the community as well as on the historic site. Therefore, environmental importance of tourisms is better than the negative one, but significant numbers of respondents were complained on the negative environmental impact of tourism therefore, the concerned body should expect to work more in order to become the sector environmentally sustainable and friendly.

The data gained from the informant interview also indicates that tourism has both positive and negative impacts on the community and historic site of the town, for instance, one of the key informant interview Ato Shifarow from municipality office side “

” meaning tourism is like a fire you can cook your food on it, but if you are not careful it can burn Your house down. Based on this proverb one can imagine that tourism have both positive and negative impact on the environment in line with this the KII forwarded the positive and negative impacts of tourism which were occurred in the area as follows:-

First it create environmental awareness: When tourists come to Axum the people become more aware and feel sense of belongingness to protect the environment and preserve the historic sites, in this way tourism has positive influence in the local community.

Second Preservation and protection of historic sites: in Axum there are many buildings and historic sites which are preserved now which serves as a tourist attraction such as the stelea field, almost all residence buildings around the *Zion* church which shows ancient building style and arctecture, Ezana park, queen shabas bath and other ruins and palaces, those preserved sites may not appear and exist now if the tourism industry (activity) has not in the town, therefore, the existence of tourism industry in the town has a positive effect in the preservation and protection of historic sites in particular and environment in general.

In reverse of the positive once it has also a negative impact in the environment as well as in the historic site such as environmental and heritage degradation:- tourism in general mass tourism in particular cause environmental degradation in Axum specially in religious ceremonies’ such as *Hdar Zion*, *Awsana*, *Maryam Gshen*, Ethiopian Epiphany, because the number of visitors exceeds then number of which the environment can comfortably hold in this case the natural environment as well as the man-made can hardly escape damage and the quality of water, air become in evitable influenced parallely over utilization of resources also occur. In such phenomena tourism especially mass tourism causes environmental degradation and over utilization of resources.

Environmental pollution: - similar to environmental and heritage degradation environmental pollution also occur in Axum related with tourism some times in which earlier listed holy days associated with heavy carbon emission from different vehicles and mass movement of people on foot causes environmental pollution, sound pollution, water pollution but this phenomena is seasonal rather than daily activity which did not occur every day or month. In addition to the KII the data which was gathered through FGD is also similar, therefore, one can generalize that the existence of tourism industry in Axum cause both positive and negative impact on the environment as well as on the historic sites, even though, tourism has positive environmental impact, solution is always needed to protect and minimize the negative environmental impacts in order to led environmental friendly and sustainable tourism.

In addition to the instruments of close and open ended question, interview and FGD, the researcher also asked rating scale perception questions on few selected variables in order to analyze and interpret the magnitude of the impact on environment see (table4.24):

Table4.24. Response of both HHs on selected environmental related impact of tourism.

Variable names	Business HHs		Non-business HHs		Total	
	Mean	Std Div	Mean	Std Div	Mean	Std Div
The extent of sanitation problems such as water, visual and sound pollution due to tourism.	2.77	0.937	2.86	0.883	2.815	0.910
The contribution of tourism in preservation of buildings, attractions, historic sites and etc.	3.27	0.817	2.83	0.996	3.05	0.9065
The significance of tourism in creating environmental awareness in Axum.	2.32	1.095	2.36	1.137	2.34	1.116
The extent of traffic congestion due to tourism.	2.11	1.061	2.36	1.197	2.235	1.129
Total	2.6175		2.6025		2.61	

Code of mean value 5= Very high 4= High 3= Average 2= Low 1= Very low

Source: own survey, 2011

The total mean of tourism impacts(table4.24)listed environmental related variables is 2.6 which is below average, but the extent of its impact in the environmental listed related variables differs from one another. As one can observe the mean value in the above table the extent of sanitation problems such as water, visual and sound pollution due to tourism is 2.8 which is slightly below average, the contribution of tourism in preservation of buildings, attractions historic sites and natural habitats is 3.1 which is almost perfect average, the significance of tourism in creating environmental awareness is 2.3 which is more than low and the extent of congestion due to tourism is 2.2 which is slightly above low respectively. The difference of perception between business and non-business HHs in the environmental impact of tourism related variables, there is almost no difference of perception between them. As shown in (table4.24) the

total mean for business HHs is 2.6 which is slightly below average and for non-business household heads it is 2.6 which is also slightly below average the same to business HHs but there is slight difference among the four categories of business HHs in perceiving the magnitude of environmental impact of tourism on the above listed variables. The mean for category one which includes merchants and all shop including souvenirs and art gallery owner is 2.5 similarly the mean for category two which includes bars and groceries, snacks, cafeterias, tearooms, hotels, restaurants owners is 2.7, the rest category three which includes local liquor house owners and category four which includes travel agents comprises a mean value of 2.6 and 2.5 respectively. Similarly there is also slight difference with in the seven categories of non-business HHs in perceiving on the magnitude of tourism environmental impact. The mean for employed in-service render is 2.9, NGO employees 2.1, priests 2.4, those who are engaged in public organization and retired mean and women 2.9, daily workers 2.3, government employees 2.6 and farmers 2.5 respectively.

Generally, when compared the mean of both respondents on the positive and negative variables of environmental impact of tourism the mean of positively perceiving is 2.7 where as the mean of negatively perceiving the environmental impact of tourism is 2.5. Therefore, the positive impact of tourism is out weighted than the negative impact of tourism on the environment and historic site of Axum town, this may be due to the tourists are cultural tourist which did not have a direct contact with different fauna and flora and the tourists are not mass tourist except in few holidays due to this reason the comer tourists may not cause highly damage on environment.

4.7.4. Political impact of tourism

Similarly to economic, socio-cultural and environmental impacts tourism has also political impact on the host community of Axum either positively or negatively but unlike the other impacts the political impact of tourism in Axum is almost in significant either positively or negatively. To assess the impacts the community were requested to forward their perception on the political impact of tourism in the town and to rate the extent (magnitude) of the impact as see (table4.25).

Table4.25. Percentage distribution of respondents on positive political impact of tourism related question.

Statement	Alternative	Business HHs		Non-business HHs		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Does tourism bring some political benefits	Yes	15	34.09	27	31.40	42	32.31
	No	29	65.91	59	68.60	88	67.69
	Total	44	100	86	100	130	100

Source: own survey, 2011

From (table 4.25) one can generalized that the contribution of tourism in bringing political benefits to the local community of Axum is not as such significant.

Similar to the positive political impacts both respondents also asked to forwarded their perception on the negative political impacts of tourism in the area sea (table 4.26)

Table4.26. Percentage distribution of respondents on negative political impact of tourism related question.

Statement	Alternative	Business HHs		Non-business HHs		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Does tourism bring political undesirable outcomes?	Yes	13	29.55	20	23.26	33	25.38
	No	31	70.45	66	76.74	97	74.62
	Total	44	100	86	100	130	100

Source: own survey 2011

From (Table 4:26) one can conclude that the negative political impact which are emanated due to the existence of tourism industry in the area is very little influence.

In line with this as per the data obtained through the instruments of interview and FGD indicates the influence of tourism in the political situation of the community in both case that is positively and negatively influence is very low with very little influence in both cases. For instance as one of the interviewee Ato Muze , information and security officer of central zone said, “generally the influence of the tourism sector in case of the local communities politics is very little or almost in significant but in both cases there are very little influences such as changing the image of the locality and developing diplomacy relationship, from the positive one, involving in intelligences in issues like Abay river Ethio-Eritrea and other internal issues, rising religious issues such as why Ark of Mosses return back to Israel like the obelisk which was return from Italy to Axum from the negative one. But such like phenomena is very rarer this is the reason why political influence of tourism is insignificant in the local community of Axum” in addition to the open and close ended questions both respondents were also requested to forward their perception on the rating scale questions which are important to assess the extent or the magnitude of the impact see (table4.27):

Table4.27. Mean distribution of respondents on selected political impact of tourism.

Variable names	Business HHs		Non-business HHs		Total	
	Mean	Std.DV	Mean	Std.DV	Mean	Std.DV
The influence of tourists on the local communities in case of political related issues	2.03	0.838	1.80	0.980	1.915	0.909
The role of the community in involving in the political system related to tourism	2.10	0.917	1.97	1.034	2.035	0.9755
The role of tourism in women’s empowering and liberating effect	2.4	0.930	2.63	1.159	2.515	1.045
The significance of tourism in encouraging political participation of the host community	2.02	0.939	1.98	0.994	2.00	0.9665
Total	2.1375		2.095		2.1163	

Code of mean value 5=Very high 4=High 3=Average 2= Low 1= Very low

Source: own survey, 2011

The total mean of tourism’s impact on political related variable is 2.1 which is almost low but the magnitude or extent of impact in the political listed related variables differs from one another. As it can observe the mean from the (table4.27) the magnitude or extent of the influence of tourists on the local communities in case of political related issues such as security, intelligence and decision-making is 1.9 which is under low, the role of the community in involving the political system related to tourism is 2.0 which is perfect low, the role of tourism in women’s liberating effect is 2.5 which is highly above low and the significance of tourism in encouraging political participation of the host community is 2.00 which is perfect low. The two extremes which are highly and low perceived variables are the role of tourism in women’s liberating effect and the influence of tourists on the local communities in case of political related issues respectively with mean of 2.5 and 1.9.

As shown from the (table4.27) there is almost no difference of perception between business and non-business HHs on the political related listed variables, the total mean for business HHs is 2.1 which is almost low and for non-business HHs is 2.1, similarly to business HHs also almost low. In addition to this there are also almost no differences of perception between the four and seven business and non-business HHs.

4.7.5. The impact of tourism on Millennium Development Goals

The Millennium Development Goals (MDGs) represent a global partnership aimed at responding to the world’s main development challenges including poverty reduction, opportunity for education, better maternal health, gender equality and reducing child mortality, AIDS and other diseases.

The MDGs are an agreed set of goals to be achieved by 2015 based on all actors working together at global, regional, national and local levels. Strategies based on working with a wide range of partners can help create collaboration for change that support the MDGs at all levels, (UNDPMDG, 2010).

Generally, assume that tourism can generate benefits for poor peoples and poor communities in the context of sustainable tourism development, usually without specifically targeting the poor. However, greater attention has been given to the argument that tourism could be more effectively harnessed to address poverty reduction in ways that are more direct. In line with this the main objective of this impact assessment is to assess and investigate the impact of tourism on the some selected variable of MDGs from the practical point of view of the host community in Axum. To assess its impact respondents were asked open and close ended questions as well as rating scale perception questions in order to gather the data from different angles those who were involved in FGD and KII were also asked related questions and analyzed as follows:

Table4.28. Percentage distribution of respondents on MDGs related question.

Statement	Alternative	Business HHs		Non-business HHs		Total	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Is tourism benefiting the poor?	Yes	30	68.18	60	69.77	90	69.23
	No	14	31.82	26	30.23	40	30.77
	Total	44	100	86	100	130	100

Sources: own survey, 2011

As shown in (table4.28) from the total respondent 90(69.2%) of them were replayed that the existence of tourism industry in Axum is benefiting the poor where as the rest 40(30.8%) of the total respondent forwarded that the existence of tourism industry in Axum is not benefiting the poor. Those who were support the idea of the existing of tourism industry is benefiting the poor, they also forwarded how and in what way the sector benefits the poor, there for, most of them were replayed that the sector is benefiting the poor by creating permanent and seasonal employment opportunity, in different institutions and service renders, create opportunity of earning income in participating indifferent activities such as photographing, guiding, reception, selling different artifacts, selling different foods and drinks as well renting their rooms directly and access to different infrastructures indirectly.

In the contrary those who were believe tourism industry in Axum did not benefit the poor people most of them were for warded their reason why the poor people did not benefit from the sector, because of the poor people did not compute in the market with the rich in supplying the necessary materials and accommodations in this way the poor people are floating without any benefit, whatever, the sector creates substance benefit the benefit is seasonal which motivates to dependence and begging which is obstacle for

long vision therefore, its importance is less than its cost, pro-poor tourism is not expanded in the town there for, the poor people is not benefiting from the sector even those who gain subsistence and seasonal benefit are by spun from the sea.

Generally, when compared the respondents perception on the contribution of tourism for the poor people in Axum town, the greater proportion i.e. 69.2%of them were supported the positive contribution of tourism to the poor community, the rest 30.8%of the respondents were for warded the existence of tourism industry in Axum are not benefiting the poor community because of un expanding pro-poor tourism and un competitiveness in the market in quality and quantity of the poor. Therefore, the concerned body expected to work more for the future in order to benefit the poor, from the sector in terms of economical, social culturally environmentally as well as political by developing pro-poor and community based tourism planning.

To assess the magnitude or extent of the impact both respondents were asked rating scale perception questions on some selected variables (see the table4.29) below;

Table4.29. Mean distribution of respondents on some selected MDGs related variable

Name of variables	Business HHs		Non-business HHs		Total	
	Mean	Std.Dev	Mean	Std.Dev	Mean	Std.Dev
The role of tourism in eradicating extreme poverty and hunger	2.73	0.924	2.86	1.097	2.795	1.0105
The contribution of tourism achieve universal primary education in Axum	2.93	1.087	3.09	0.876	3.01	0.9815
The contribution of tourism in promoting gender equality and empower women	2.95	0.914	2.97	0.887	2.96	0.9005
The extent of tourism in Axum in ensuring environmental sustainability	3.23	0.711	2.93	0.943	3.08	0.827
Total	2.9600		2.9625		2.96125	

Code of mean value 5= Very high 4= High 3= Average 2= Low 1= Very low

Source: own survey, 2011

As shown from (table4.29) the total mean for tourism’s impact on MDG listed variables is 3.0 which is average. But, the extent or magnitude of its impact in the above MDG variables is differing from one another in a very slight see (table4.29). As one can observe from (table4.29) there is almost no difference of perception between business and non-business HHs on the impact of tourism on MDGs related variables in which the total mean for business HHs is 3.0 which is average similarly the total mean for non-business house hold heads is 3.0 which is also average.

Even though, the total mean between business and non-business HHs is almost similar, there is variation among the seven categories of non business HHs and among the four categories of business HHs in perceiving the magnitude or extent of tourism's impact on the MDG related variables. The mean for group one i.e. merchants and all shop owners including souvenirs and art gallery owner is 2.9 which is slightly below average where as the mean for category two i.e. hotels, restaurants, cafeterias, snacks, tearooms, bars and grocery owner, category three i.e. local liquor house owner and the fourth category i.e. travel agent owner is 2.9, 3.0 and 3.00 respectively. Similarly there is also slight variation among the seven non-businesses HHs in perceiving the magnitude of tourism's impact on the MDG related variables. The mean foreemployed in-service rendering sector is 3.0, priests 3.0, Dailyworkers 2.7 engaged in public organization and retired mean and women 2.8, NGO workers 3.2, government employee 3.2 and farmers is 2.7.

Similarly the data which was gathered through interview from Axum city administration office of plan and finance development plan process Ato Amaneal indicates tourism have its own role and contribution in MDGs in general in eradicating extreme poverty and hunger, in achieving universal primary education, in promoting gender equality and empower women and in insuring environmental sustainability in particular. Tourism in its nature motivates artifacts and small scale enterprise and employment opportunity specially for women's, in this way there are money peoples which are escaping from extreme poverty by participating in different activities related with tourism in this way tourism contributes its share in achieving the MDGs.

Similarly to the data which was gathered through the instrument of KII the data which was gained through FGD also supports the idea with little complains on the two variables, i.e. achieving universal primary education and ensure environmental sustainability.

All of the respondents which were participated in the FGD were support the contribution of tourism in achieving the MDGs specially in eradicating extreme poverty and hunger and in promoting gender equality and empower women but raise little complain on the two variables i.e. in achieving universal primary education and in ensuring environmental sustainability by saying, though, tourism has its own contribution in achieving universal primary education and ensuring environmental sustainability it has also undesired out comes in missing and student dropping out in order to gain temporary and seasonal benefits in participating in tourism related activities, similarly through tourism creates environmental awareness and develops sense of belongingness of conservation, prevention and rehabilitation it has also undesired outcomes during mass tourism specially in religious holidays which cause to over utilization of resources, environmental pollution and degradation but when compare its contribution on the benefit and on undesired outcomes the role of tourism in achieving the MDGs is more better the benefit than the negative once. Therefore, in order to contribute the sector its share in achieving the MDGs fully the concerned

bodies and insinuations will be expect to formulate short and long plan in order to successfully achieve the goals.

Finally, in order to compare the opportunities and challenges which were emanated from the tourism sector in all impacts both HH respondents and those who were participated in the KII and FGD were asked their position of supporting the tourism activity in Axum. Based on this, from the total house hold heads 99(76.2%) were support the continuity and activity of tourism in Axum, the rest 31(23.9%) of the total house hold head respondent were in the position of dies supporting the tourism activity and continuity in Axum. But there is variation in supporting and dies supporting the activity and continuity of tourism sector in the town between business and non-business house hold heads, form the total, respondents of business HHs 37(84.1%) where support the activity of tourism and its continuity in Axum the rest 7(15.9%)were in the fever of dies support the tourism activity and continuity in the town where as in the case of non-business HHs 67(77.9) were support the tourism industries activity and continuity in Axum the rest 19(22.1) were in the fever of dies supporting the activity and continuity of tourism sector in Axum. In addition to both houses hold head respondents almost all except two those who were participated in the KII and FGD were also support the tourism activity and continuity in the area.

In line with this all respondents were asked why they are supporting or dies supporting tourism activity and continuity in the area, and their response is similar to which are listed in the five subtitles' impacts of tourism. Therefore, one can conclude that importance of tourism is better than its undesired outcome in Axum

CHAPTER FIVE

5. Conclusion and Recommendations

5.1. Conclusion

The flow of foreign tourist in Axum was continuously increased from year 2001-2010 at an average growth rate of 14.8% every year. The reason for the constantly incensement of the tourists are the little improvement of tour packaging, in tourism products, in giving attention and awareness creation in social infrastructure. The presence of these basic physical and social infrastructure have played a great - role in stimulating the tourism environment and tourist flow even if, it cannot as its potential.

With the rising number of tourist flow the multi-dimensional impact of tourism also increase too. Partially the multi-dimensional impacts of tourism are concluding her under:

- i. Economic impact of tourism:** Tourism is the second economic activity next to agriculture which is source of income and employment opportunity for many peoples, for instance, the average monthly income of business HHs was increased with 8.8% every year. Similarly it is also source of employment opportunity for 2, 389 peoples. In the contrary it has also undesirable outcomes on aggravating disparity, motivating dependence and begging cause for seasonal unemployment and unstable income. But the positive economic impact of tourism is out weighted than the negative one this is the reason why almost all the respondent HHs support the activity and continuity of tourism in Axum.
- ii. Socio-cultural impact of tourism:** Based on the weighted mean calculation the four most positive and negative socio-cultural impact of tourism are income improvement, creating job opportunity language improvement and infrastructural improvement from the positive one, aggravating prostitution, student dropout, loss of cultural identity and aggravating crime and alcoholism respectively from the negative one. But when compare based on the number of respondent the positive socio-cultural impact of tourism is out weighted than the negative one.
- iii. Environmental impact of tourism:** Tourism and environment are highly linked, because environment is a physical setting within which tourism of any kind take place. The profound dependence of tourism on environment has, therefore, exposed the later to several folds of both negative and positive effects. The positive environmental related impacts of tourism are; helped in preservation of buildings, attractions, historic sites and natural habitats, create environmental awareness . Conversely negative impacts sanitation problem such as water, visual and sound pollution, over utilization of resource, heritage and environmental degradation were some among the negative environmental impacts. When compared the positive and negative environmental impacts of tourism

the positively perceiving is grater then the negativity perceiving, therefore, its importance is better than its danger.

iv. Political impact of tourism: Concerning the political impact tourism as the data gathered through different instruments indicates the positive and negative impact of tourism on political related issues in the town is insignificant, but does not mean in both cases the sector has its own lit tile influence.

v. The role of tourism on MDGs: Of the total respondents i.e. 90(69.2%) forwarded that the tourism industry is benefiting the poor through employment creation, selling of different materials and participating in photographing and etc in the contrary 40(30.8%) of the total households also responded that tourism industry in the town cannot benefit the poor community of the host society. Whatever, those who agree on the contribution of tourism to the poor is great in number there is also significant numbers who believe that the tourism industry which takes place in the town is not benefiting the poor society of the community therefore, developing pro-poor and community based tourism is mandatory in order to become the poor society benefited from the sector in terms of economically, socio-culturally environmentally as well as politically.

Whatever, the sector contributes this much to the different multi-dimensional impacts there are constraints and challenges for the development of the sector as its potential of attraction endowment those are;

i. Infrastructures related problem: Generally infrastructure includes road, airports, water supply system, communication system, electric power system, Banking service and waste disposal facilities. From these the main problems for tourists in the area are road accessibility, water supply, expensiveness of air port taxi and Banking service. Those all problems retarded the tourist flow, length of stay and income gained from it. This is the reason why the great proportion of both tourists (47.5%) staid for a length of two nights only. In this way infrastructures problem become hindrance factor for tourist flow, length of stay and income earned from them in particular for the development of tourism in general.

ii. Service provision and accommodation related problem: Of the total sampled tourist 65% and 17.5% rated the sanitation of the hotel in general as average and low respectively with complaining in the service which render in the hotel as lack of sanitation, boring menu and lack of different foods, low standard hotels as well as lack of recreational facilities are among the service provision and accommodation related problems.

iii. Social related problem: The main social related problem which hindered the development of the sector are; beggars, kides, theft, high entrance fee of attractions especially for foreign. Similar to the other lack of awareness also a serious problem, there is a considerable misunderstanding at almost all levels of the

society with regarding to the sector, many societies consider tourism as a luxurious industry with little or no significant to the country's economy in general and to Axum town in particular and also there are societies wrongly perceive tourists as rich person who spend money at will who generously provide aims. Due to this many service renders asked them over charging fee. In this way those social related problems have their own contribution for under development of the tourism sector in Axum.

iv. Lack of coordination and promotional efforts as well as skilled man power: As its nature tourism is multi-sector under taking inter related activities that requires more coordination with different sectors and actors of the sector, which is not at all a task of to be left to a single institution but this phenomena is common in Axum which the mandate is only left to the culture and tourism office of the town, therefore, this become the main challenge for the development of the sector because one cannot clamp with one hand. lack of promotional efforts has also its own influence, tourism is like an enterprise which needs advertisement through different medias and mechanisms in order to marketing it so, such like phenomena is not much common as its expected therefore lack of promotional and marketing efforts and skilled man power who manages all things related to it has its own influence on the tourist flow and income generated from them.

5.2. Recommendation

In order to attract tourists, Axum tourist destination must have suitable infrastructure and tourist related services which support the use of the historic heritage for tourists propose for better competitiveness of Axum tourism industry, the following recommendations are forwarded based on the practical impact assessment of socio-economic impact of tourism in the town. These recommendations will become useful in increasing the number of tourist flow and income generated from them and maximize the level of positive socio-economic impacts which the sector can generate and minimize the undesired socio-economic outcomes, in order to become the sector economically sound, socio-culturally acceptable, environmentally friendly and sustainable and politically accepted.

- Seasonality nature of the sector causes withdrawal of employees and other economic as well as social related problems therefore, diversifying the existing economy to different activities which can attract local customers is necessary.
- The three main negative socio-cultural impact of tourism are prostitution, student's dropout and loss of cultural identity respectively. To overcome these problems awareness creation and giving higher attention to ideal girls in order to involve in small scale enterprises by supporting morally, financially as well as materially can solve these socio cultural problems.
- Developing pro-poor and community based tourism is a key approach to minimize the negative and maximize the positive multi-dimensional impact of tourism.
- Rather than giving a stress for higher revenue from few days consumption, the community should stick to make the tourists stay longer and unforgettable, it is believed that, to days one fascinated tourist can bring money others after some time through unpaid word of mouth promotion, which in turn making the sectors contribution sustainability strong. Therefore the overcharging fee on accommodations, services and entrance fee of attractions should think over for the future. In addition to this to overcome the problem created by beggars and theft the concerned body should set rules and regulations which restrict the beggars and thefts through community policy involvement.
- For those areas with no road transportation the potential for alternative carriage or riding transport should be considered.
- The town culture and tourism office and the town municipality should work hand in hand in order to narrow the gap between the infrastructure and accommodation problems through the following mechanisms raising level of annual budget from different revenue sources and active participation donors by preparing acceptable and convincing development project to world Bank, World tourism commission, UNESCO and other national and international donors and maximizing public participation in terms of financially, materially and labor based support, to alleviate infrastructure problems in the tourist attraction sites in particular and in the town in gen.

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Annex1

A. Questionnaire for tourists

Age _____ Sex _____ Profession _____ Nationality _____

1. What type of mode transport did you use to come to Axum? A. Air B. Car C. Other
2. For how long will you stay in Axum? A. One night B. Two nights, C. Three nights, D. Four and above
3. How much is your average daily expense?
A. Around 100 birr or less B. 100-200 Birr C. 200-300 Birr D. 300 – 400 Birr E. more than 500 birr
4. What problems do you face in your hotel (it is possible to choose more than once). A. Food B. Sanitation C. Safety D. water E. electric F. if other please specify _____
5. How do you get the stele park, Zion churches and other museums?
A. very interesting B. somewhat interesting C. Average D. less interesting, E. below expectation,
6. In order to facilitates your and other tourists' visit, what facilities are needed in the stele park, church compounds and other tourist attraction areas? -----
8. Why do you come to Axum and how do you get the information _____?
9. Generally how do you find the community of Axum? _____?
10. During your stay in Axum which problems were affect your visit (please put in their order of severity by saying 1, 2, 3) put the same rank for the same influence.
 - Language difficulty ___ - Theft _____
 - Cultural difference ___ - Beggars _____
 - Sanitation problem ___ - Lock of recreational activity _____
 - If other please specify _____.

For each of the statements below, please indicate the extent of your degree of satisfaction by placing a tick (√) in the appropriate box.

No	Statements	Very high	High	Average	Low	Very low
1	How do you find the churches, stele parks and other attractions entrance fee?					
2	How was the price of Axum airport taxi?					
3	How is the price of your hotel room?					
4	How is the sanitation of your hotel room compared to its price?					
5	How is the sanitation of the hotel in general?					
6	How was your guide in terms of his language skills and knowledge of history					

Annex2

B. Questionnaire for Non-business community

Part 1: Background Information

1.1. Age:

1.2. Sex: Male

Female

1.3. Education 1-8 9-10 11-12 college graduate and above

Church Adult education No Schooling

1.4. Year of residence in Axum town ≤ 10 years 1-20 21-30

31-40 ≥ 41 Years

1.5. Occupation: Daily worker Employed in service Sectors

Engaged in church (Priests) NGO workers

Engaged in Public organization, retired men and women and other

Government employees Farmer

ii. Socio-economic, environmental as well as political related question

1. Is there relationship between your job and tourism? Yes No if your answer is yes in what way? Direct Indirect

2. Is there any family member engaged in tourism related activity yes
No if your answer is yes, in what way-----?

3. Do you receive some income during months of high tourist flow? Yes No if your answer is yes in which month and in what way-----?

4. Do you support the tourism activity in Axum? Yes No
If, you say yes why? And if, you say No why -----?

5. Does tourism bring some socio-economic benefits to the local community of Axum? Yes
No

If your answer is yes, which of the following socio-economic and cultural benefits generated due to tourism?

Rank them according to their order of importance (Use 1 2, 3, etc) put the same number or rank for the same importance's.

- Improvement of infrastructure ___ - Cultural exchange ____

- Prevention of the historic site ___ - Job opportunity _____

- Language improvement ___ - Encourage political participation-----

- Income improvement ___

6. Is tourism benefiting the poor Yes No if your answer is No, what is the reason behind it? If your answer is yes, in what way-----?

7. Does tourism bring socio-economic problems Yes No

If you say Yes, which of the following problems are brought due to tourism (rank them in their order of severity by saying 1,2 3 etc) put the same rank for the same problem

- Prostitution _____ - Loss of historical resource _____
- Drop out of student _____ - Loss of cultural identify _____
- The crime and alcoholism _____ - Sanitation problem _____
- Raising living cost _____ - loss of natural landscape and open space _____

Plas list if other problems are exist_____.

8. Is tourism cause environmental problem on the community as well as on the historic sites?

Yes No

9. If your answer to question 8 is yes what are the problems according to their order of severity and what should be the possible solution-----?if your answer is No what is the environmental importance's of tourism

10. Does tourism bring some political benefits to the local community? Yes No

If your answer is yes, what are those benefits?

11. Does tourism bring some political undesired outcomes to the local community of Axum town? Yes No

If your answer is yes please specify based on severity-----.

12. In general what are the major problems which hinder the developments of tourism industry in Axum and its surrounding? -----

Part III: opinions and perception of respondents on economic, socio cultural, environmental, and political as well as the role of tourism in achieving the millennium development goals impacts of tourism either positively or negative

For each of the statement below, please indicate the extent or magnitude of your rating or scaling by placing a tick (✓) in the appropriate box

Variable numbers	Statement	Very low	Low	Average	High	Very high
1	<p>Economic impacts related questions</p> <p>1.1. Employment opportunity due to tourism in Axum town</p> <p>1.2. The role of tourism in stimulating local handcraft products.</p> <p>1.3. Contribution of tourism for income improvement</p> <p>1.4. The influence of tourists in inflation(rising living cost) of Axum town</p>					
2	<p>Environmental impacts related questions</p> <p>2.1. The extent of sanitation problems such as Water, Visual and Sound pollution associated with tourists in Axum town.</p> <p>2.2. The contribution of tourism in preservation of buildings, attractions, historic sites and natural habitats.</p> <p>2.3. The significance of tourism in creating environmental awareness.</p> <p>2.4. The extent of congestion due to tourism in Axum tow.</p>					
3	<p>Political impacts related questions</p> <p>3.1. The significance of tourism in encouraging political participation of the host community of Axum.</p> <p>3.2. The role of the community in involving in the political system related to tourism.</p> <p>3.3. The influence of tourists on the local communities in case of political related issues.</p> <p>3.4. The role of tourism in women's liberating effect</p>					
4	<p>Some selected Tourism and Millennium Development Goals related questions.</p> <p>4.1. The role of tourism to eradicate extreme poverty and hunger in Axum.</p> <p>4.2. The contribution of tourism to achieve universal primary education in Axum.</p> <p>4.3. The contribution of tourism in promoting gender equality and empower women in Axum.</p> <p>4.4. The extent of tourism in Axum in ensuring environmental sustainability.</p>					

9. Do you support the tourism activity in Axum? Yes No

If, you say yes, why-----? And if, you say No, why-----?

10. Does tourism bring some socio-economic benefits to the local community of Axum?

Yes No

If your answer is yes, which of the following socio-economic and cultural benefits generated due to tourism?

Rank them according to their order of importance (Use 1, 2, 3, etc) put the same rank for the same benefit

- Improvement of infrastructure ___ - Cultural exchange ____
- Prevention of the historic site ___ - Job opportunity _____
- Language improvement ___ - Income improvement ___
- Income improvement ___ - Encourage political participation__

11. Is tourism benefit the poor Yes No If you answer is No, what is the reason behind it? If your answer is yes, in what way_____?

12. Does tourism bring socio-economic problems Yes No

If you say Yes, which of the following problems are brought due to tourism (rank them in their order of severity by saying 1, 2, 3 etc) put the same rank for the same problem

- Prostitution _____ - Loss of historical resource ____
- Drop out of student ___ - Loss of cultural identify _____
- The crime and alcoholism __ - Sanitation problem _____
- Resizing living cost ___ - loss of natural landscape and open space

13. Is tourism cause environmental problem on the community as well as on the historic sites? Yes No

14. If your answer to question 13 is yes what are the problems according to their order of severity and what should be the possible solution? If your answer is NO what are the environmental importance's of tourism

15. Does tourism bring some political benefits to the local community? Yes No

If your answer is yes, what are those benefits?

16. Does tourism bring some political undesired outcomes to the local community of Axum town? Yes No

If your answer is yes please specify based on severity-----.

17. In general what are the major problems which hinder the developments of tourism industry in Axum? -----

Part III: opinions and perception of respondents on economic, socio cultural, environmental, and political as well as the role of tourism in achieving the millennium development goals impacts of tourism either positively or negatively

For each of the statement below, please indicate the extent or magnitude of your rating or scaling by placing a tick (✓) in the appropriate box

Variable numbers	Statement	Very low	Low	Average	High	Very high
1	<p>Economic impacts related questions</p> <p>1.1 Employment opportunity due to tourism in Axum town</p> <p>1.2 The role of tourism in stimulating local handcraft products.</p> <p>1.3 Contribution of tourism for income improvement</p> <p>1.4 The influence of tourists in inflation(rising living cost) of Axum town</p>					
2	<p>Environmental impacts related questions</p> <p>2.1. The extent of sanitation problems such as Water, Visual and Sound pollution associated with tourists in Axum town.</p> <p>2.2. The contribution of tourism in preservation of buildings, attractions, historic sites and natural habitats.</p> <p>2.3. The significance of tourism in creating environmental awareness.</p> <p>2.4. The extent of congestion due to tourism in Axum tow.</p>					
3	<p>Political impacts related questions</p> <p>3.1. The significance of tourism in encouraging political participation of the host community of Axum.</p> <p>3.2. The role of the community in involving in the political system related to tourism.</p> <p>3.3. The influence of tourists on the local communities in case of political related issues.</p> <p>3.4. The role of tourism in women's liberating effect</p>					
4	<p>Some selected Tourism and Millennium Development Goals related questions.</p> <p>4.1. The role of tourism to eradicate extreme poverty and hunger in Axum.</p> <p>4.2. The contribution of tourism to achieve universal primary education in Axum.</p> <p>4.3. The contribution of tourism in promoting gender equality and empower women in Axum.</p> <p>4.4. The extent of tourism in Axum in ensuring environmental sustainability.</p>					

Annex4

D. Key Informant Interview and focus group discussion

1. What do you think the impact of tourism either positively or negatively interims of economically, socially, culturally environmentally and politically from the practical point of view of Axum town? Does Axum town gain from tourism industry as compared with its potential of tourist attractions, if not what are the major problems which hinders for the development of tourism in the town?
2. Do you think tourism help to create better standard of living for the local community through the benefits from up graded infrastructures, and public services?
3. How can you associate the role of tourism in achieving millennium development Goals
4. How much tourists were arrived to Axum every year and how much income were gained

F. Checklists for focus Group Discussion

1. Socio-economic opportunities and challenges offered to the local community.
2. Environmental and political problems and opportunities caused due to tourism.
3. Factors which hinder for the development of tourism in the town.
4. The role of tourism in achieving the millennium development goals in the town.
5. General costs and opportunities related with tourism.
6. General support or disruptor the continuity of tourism industry in the town.

G. observation check-list

FIELD	CONTENT
1 Tourist attraction in Axum and around it	Stele park, Zion church and other churches,Atse Gebremeskel,Kaleb,Ezana tomps,queen Shaba palace,Ezana park and physical feature of Axum town.
2 Tourist amenities and accommodation	Romany hotel, Yeha hotel, Ethiopis hotel, Africa hotel,Abssiniya restaurant , Abnet hotel etc...Environmental safety and sanity, tour guidance and agents
3 Tourist infrastructure	Roads ,availability of easy transport, play stations which elongate(extend) tourist such a s tense,pool,ground tense...tourist information centre and souvenir shops

Annex5: different photos of the tourist area

Plate1: Attractive obelisks of Axum



Plate2: The two old churches of Axum



Plate:3 Atsa Kaleb tomb and tourists when they visit Axum



Annexes 6

Contribution of tourism to achieving the Millennium Development Goals

<i>Goal</i>	<i>Contribution of tourism</i>
1. Eradicate extreme poverty and hunger	<p>(a) Tourism stimulates economic growth both at the national and local levels and promotes the growth of the agricultural, industrial and service sectors;</p> <p>(b) Tourism provides a wide range of employment opportunities easily accessible by the poor. Tourism businesses and tourists purchase goods and services directly from the poor or enterprise employing the poor. This creates opportunities for micro, small and medium-sized enterprises in which the poor can participate;</p> <p>(c) International and domestic tourism spreads development to poor regions and remote rural areas of a country that may not have benefited from other types of economic development;</p> <p>(d) The development of tourism infrastructure can benefit the livelihood of the poor through improvement in tourism-linked service sectors, including transport and communication, water supply, energy and health services.</p>
2. Achieve universal primary education	<p>(a) The construction of roads and tracks to remote areas for tourists also improves access for school-age children and for teachers;</p> <p>(b) Tourism can help local resources mobilization, part of which can be spent on improvement of education facilities.</p>
3. Promote gender equality and empower women	<p>(a) The tourism industry employs a high proportion of women and creates microenterprise opportunities for them. It promotes women's mobility and provides opportunities for social networking.</p>
4. Reduce child mortality	<p>(a) The construction of roads and tracks to remote areas for tourists also improves access to health services.</p> <p>(b) Revenues accruing to national and local governments through taxes on the tourism industry can be used to improve health services and nutrition for young children and their mothers.</p> <p>(c) Tourism raises awareness about HIV/AIDS issues and supports HIV/AIDS-prevention campaigns;</p> <p>(d) Tourism aggravates the spread of HIV/AIDS (negative effect).</p>
5. Improve maternal health	
6. Combat HIV/AIDS, malaria and other diseases	
7. Ensure environmental sustainability	<p>(a) Tourism can generate financial resources for conservation of the natural environment.</p> <p>(b) Tourism raises awareness about environment conservation and promotes wastes management, recycling and biodiversity conservation ;</p> <p>(c) Uncontrolled tourism may generate negative externalities as a result of pollution, congestion and depletion of natural resources (negative</p>

	effect.)
8.Developaglobalpartnershipfor development	<ul style="list-style-type: none"> (a) Tourism contributes to the socio-economic development of least developed countries, landlocked countries and island developing countries through foreign exchange earnings and the creation of job opportunities; (b) Tourism stimulates the development of the transport infrastructure, which facilitates access to and from the least developed countries, landlocked countries and island developing countries. (c) Tourism stimulates internal and external trade and strengthens supply chains; (d) Tourism promotes the interaction of isolated economies with regional and global flows of trade and investment; (e) Tourism reduces the burden on the public exchequer through implementation of public-private initiative. (f) Tourism creates decent and productive work for youth; (g) Tourism provides opportunities for bilateral, multilateral and sub regional cooperation among counties; (h) Information technologies play an important role in integrating tourism enterprises into global tourism market.

Source: Adam Blake,(2007) Tourism and poverty reduction in Brazil accessed at WWW.unb.br/cet/noticias/

DECLARATION

I, the undersigned, declare that this research is my original work and has not been presented for a degree in any other university, and that all sources of materials used for the purpose of its study have been duly acknowledged.

Declared by:

Name: Gebreaninya Gebru

Sign _____

Date _____

Confirmed by Advisor

Name: Dr. Yohannes Gebremichael

Sign _____

Date _____