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Challenges of tourism development in the out-skirt sites of Aksum town

A thesis submitted to the school of graduate studies of Addis Ababa University in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism Development and Management.

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DECLARATION

This is to certify that the thesis prepared by Tewodros Gebeyaw, entitled as *"Challenges of tourism development in the out-skirt sites of Aksum town"* and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Tourism Development and management complies with the regulations of the university and meets the accepted standards with respect to originality and equality.

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ABSTRACT

Challenges of Tourism Development in the out-skirt sites of Aksum town

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Aksum is well known for its historical, archeological as well as religious tourist sites. However, the current tourism activities are concentrated in the city center. This study focuses on the challenges of tourism development in the outskirt sites of Aksum town specifically on the selected seven tourist sites. The study has covered tourist sites that are found in between 5-15 kms. Both qualitative and quantitative methods were used to collect data. The subjects of this study were tourists (local and international), tour guides, Aksum Cluster tourism Office and church officials (site mangers). Sample respondents (n=107) were drawn by using purposive sampling technique from domestic tourists (n=37), international tourists (n=32) and tourist guides who work in and around Aksum (n=38). Similarly, for the qualitative data gathering purposive sampling technique was used to select respondents from the Aksum culture and tourism office and church officials (site managers). Questionnaire was used as the main data a gathering tool. Besides, interviews and utilized secondary data sources like various books, magazines, annual reports, articles, journals, and internet sources to strengthen the data collection effectively. The collected data were analyzed both qualitatively and quantitatively. Quantitative data were analyzed and presented by using tables, frequencies and percentages and interpretations were given accordingly. In addition, for the qualitative method the researcher has used SPSS Version 20. Qualitative data were analyzed thematically based on the principal issues (themes) under discussion. As the findings of this study reveal, the problems which hinder the development of tourism in the outskirt sites of Aksum town are poor infrastructural development, poor promotional activities, poor government involvement, and absence of guiding books, lack of strong relation and coordination between different stakeholders. Based on the research findings conclusion and recommendations were given.

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LIST OF ACRONYMS

- A.D .....After born of Jesus Christ.
- AAU……Addis Ababa University
- ACTO .....Aksum Culture and Tourism Office.
- ATGA .....Aksum Tourist Guides Association.
- B.C.....Before born of Jesus Christ.
- CDS……. College of Developmental Studies
- CSAE.....Central Statistics Agency of Ethiopia.
- CTTI……Catering and Tourism Training Institution
- EC……Ethiopian Calendar
- EOTC.....Ethiopian Orthodox Tewahido Church
- EPRDF.....Ethiopian People's Revolutionary Democratic Front
- ETB.....Ethiopian Birr.
- ETC.....Ethiopian Tourism Commission.
- ETO .....Ethiopian Tourism Organization.
- ETTC.……Ethiopian Tourist Trade Cooperation
- GDP .....Gross Domestic Product.
- GNP .....Gross National Product.
- MOCT.....Ministry of Culture and Tourism.
- NGO .....Non-Governmental Organization.
- NTO……National Tour Operation
- SPSS……Statistical Package for Social Science
- TTCB.....Tigrai Tourism and Culture Bureau
- TTIC.……. Travel and Tourism Council Index
- UK……...United Kingdom

- UNESCO .....United Nations Educational, Scientific and Cultural Organization.
- UNWTO .....United Nations World Tourism Organization.
- USD …… United States Dollar
- VFR .....Visiting Friends and relatives.
- WoM..... Word of Mouth
- WTTC..... World Travel and Tourism Council.

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

As a labor-intensive industry tourism, is one of the largest and rapidly growing industries in the world. According to UNWTO report over the past six decades, tourism has experienced continued expansion and diversification to become one of the largest and fastest-growing economic sectors in the world. Many new destinations have emerged in addition to the traditional favorites of Europe and North America. Tourism has shown virtually uninterrupted growth over time, despite occasional shocks, demonstrating the sector's strength and resilience. International tourist arrivals have increased from 25 million globally in 1950 to 278 million in 1980, 674 million in 2000, and 1,235 million in 2016 (UNWTO, 2017).

Ethiopia, an African country that is rich in history, culture and nature is expressed as a "*Land of Origins*" since July 14, 2016. The brand signifies that the country is origin of coffee, origin of humankind, cradle of civilization and so on (www.ethiopia.travel). The 3000 years history of the country has accumulated so many tourist attraction sites and tourism products. Among the African nations, Ethiopia has many heritage sites registered by UNESCO. The country has about 29 world heritages registered tourism products under UNESCO (www.moct.gov.et). From 29 tourism products 9 of them are categorized under tangible UNESCO sites. The remaining registered tourism resources are categorized under the biosphere (5), intangible cultural heritages (3) and old books and letters (12) that has more than 100 years history. Though the country has many tourism resources, it did not use it aggressively and properly. As an example, the total tourist arrival and tourist receipt by the year 2015 was 863,724 and 3.2 billion USD respectively (MOCT, 2016). From the above figure it is believed that the tourism industry in Ethiopia is growing but as compared with other African countries it is not that much satisfactory. For example, according to the Travel and Tourism Council Index (TTCI, 2017) Ethiopia belongs to 116 from the world and in Africa 18th rank. Though the country owns many resources, it did not used it for the tourism activity.

Aksum is a tourist destination that is found in the northern Ethiopia. The town can be considered as honey pot tourist site because of its historical, religious, and archaeological resources. The major tourist sites of the town are St. Marry Church that is believed to kept the real Arc of the Covenant, the giant stelae that are still standing, tombs of royal kings, ruin palace of Queen Sheba, are some of the best tourist sites that can be mentioned, But still Aksum is only open for the tourist site that are found at the heart of the town, because of the challenges to develop tourism in the outskirt areas of Aksum didn't get an equivalent tourist flow to those tourist sites that are found outside of the main sites of the town.

1.2. Statement of the problem

This research was conducted to assess the challenges of tourism development in the out-skirt sites of Aksum town. Though Aksum town is considered as honey pot (Hub destination of Tigray) tourist site in Ethiopia, there are still some tourist areas that are not used and included under the tourism activity (Gebreyesus, Teklebrhan Legese, Saini Sunil Kumar, 2017). The areas of those selected tourist sites have the capacity to develop the tourism activity in the town as well as for the country. They can help to prolong the stay of tourist which is the main source of income in the tourism industry. Therefore, identifying the challenges of those tourist sites is very crucial and important for the development of tourism in the town as well as for the nation in general. A research has been conducted in different dimensions of tourism related topics. As an example, Tekleberhan Legesse has conducted a study "Tourism *Development Potentials of St. Yared Heritages in Aksum*" (Teklebrhan, 2018). The study has mainly addressed the contribution of St. Yared to the Ethiopian Orthodox church and for the tourism sector. The main gap that the study lacked is how many tourist arrivals are being survey from the sites. For this reason, the researcher has initiated to conduct the research to fill the gap concerning to the challenges to tourism development in the areas of Mai-Kerah. The second researchers named Gebreanenya Gebru and Meaza Hadush Berhe has conducted a research with a title of "*Socio-Economic Impacts of Tourism in Axum Town, Regional State, Ethiopia*" (Gebreananya Gebru Kidane, Meaza Hadush Berhe, 2017).The study mainly indicated the contribution of tourism industry in terms of socio-economic perspective. Another researcher Ephrem Assefa has conducted his research on "*Enhancing domestic tourism Development: the case of Aksum, northern Ethiopia*" (Ephrem, 2012). The study mainly focused and implied on the status and development conditions of domestic tourism in Aksum town. Those researchers have contributed and suggested their own role to develop tourism

in Aksum. But no one has conducted a research under the title of "*Challenges of tourism development in the out-skirt sites of Aksum town*." Thus, the researcher is being initiated to conduct a research on the challenges of tourism development in the less visited tourist site of the old city named Aksum.

1.3. Objective of the study

The study has both general and specific objectives. The objectives are stated as follows;

1.3.1. General objective

The general objective of the study was to identify the challenges of tourism development in the out-skirt sites of Aksum town.

1.3.2. Specific objectives

The specific objectives of the study are;

- To identify the challenges of tourism development in the study area;
- To explore the protection and site management of each tourist sites;
- To set mechanisms for the challenges of tourism development in the studied tourist attraction sites.

1.4. Research Questions

The thesis has mainly focused on the following research questions

- What are the challenges of tourism development in the outskirt sites of Aksum town?
- In what mechanism can be those sites can be included as a tourist site for the tourists?
- What is the current level of site protection and heritage management level of each tourist sites?

1.5. Significance of the Study

The study can significantly help to create awareness about the sites that are found in the outskirt of Aksum town, it can also provide insight information about the major factors and challenges of tourism development at the outskirt of Aksum town. Furthermore, the study can contribute its own positive impact for the development of Aksum town tourism activities because it well be used as a reference material for other researchers in the future.

1.6. Scope of the study

This research was conducted on the challenges of tourism development on the following sites, namely Mount Gobo'Dura, Mai-kerah (Saint Yared's tree), Monastery of Abune Libanos, Monastery of Abune Liqanos, Monastery of Abune Pentaleon, Monastery of Mahibere Dego, and lastly Bête Giorgis tourist sites. The researcher has attempted to unlock the reasons why those areas are not well visited by the domestic and international tourists. For this reason, researcher has specified a distance range from Aksum town. The distance measured ranges from 3 Kms to 15 Kms away from the town. Therefore, attraction sites that are found above 15 Kms are beyond the scope of the study.

1.7. Operational definition for key concepts

- *Abune ……. Pride name for religious fathers,*
- *Aksum……..an official name for the town of Aksum,*
- *Axum ……A names to indicate the population of Aksum town,*
- *Bête ……home for religious fathers,*
- *Birana…… a book which is made of animal skins,*
- *Honey pot ……. well known and visited tourist attraction sites,*
- *Mahiber…… Association of people in a group,*
- *Mahibere Dego……. country of good people,*
- *Mezgaba Dugwa..…… Treasury of Hymns,*
- *Niwaye Kidusat…….materials that are very precious and import for the monasteries and churches,*
- *Out-skirt……. area that covers from 3km-15km from the main Aksum town,*
- *Re'eseLiqawnt……. head professor,*

1.8. Limitation of the study

During the preparation and development of the study, the researcher has faced problem in related to finding literatures about the sites and general tourist statistics. Additionally, the researcher has also faced a limitation on unwillingness of respondents to take and fill the questionnaire.

1.9. Organization of the study

The First chapter of this study has contained background of the study, statement of the problem, objectives of the study (general and specific objectives), research question, significance of the study, scope of the study, Operational definitions for key concepts, and limitation of the study.

The Second chapter has included the review of related literature with topics, general terminologies and historical tourism development, tourism development of Ethiopia with the three regimes, tourism theories on the development of tourism and empirical review literatures that more important and useful for the researchers while conducting the research.

The Third chapter deals with research methods, description of the study area, research design, target population, data type and source, sampling techniques, collection instruments and data analysis techniques are included to the chapter.

The Fourth chapter of this research dealt with data analysis and interpretation. This chapter has mainly focused on the characteristics of the study population and presentation of the research findings of the result.

The last chapter of the research has covered the conclusion and recommendations of the researcher as per the finding of and observed problems of the sites.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Definition of Tourism and its Development

2.1.1. Definition of Tourism

There are several ways tourism can be defined, for this reason the United Nations World Tourism Organization (UNWTO) embarked on a project from 2005 to 2007 to create a common glossary of terms for tourism. It defines tourism as "it is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business or professional purposes and should not be exceeded more than a year". Those people are called visitors (which may be either tourist or excursionist) and tourism has to do with their activities, some of which imply tourism expenditure (UNWTO, 2008). Tourism is the activity whereas as tourists can be defined as someone who travels to an area which is outside of the usual residing area and at least there should be a stay for about at least 24 hours.

2.1.2. Tourism Development

Global tourism industry has a large been improving since the nineteen centuries, when the earliest travelers were walking or riding domesticated animals. The invention of technology has provided new modes of transportation and increased individuals' opportunities to travel. Because of roads are improved and governments stabilized, interest in travelling rose for studying, sightseeing and religion purposes (Essays, UK, 2013). Tourism industry is one of the highest industries worldwide. It has become a growing industry in recent years. Many countries in the world are blessed with natural beauty while others do have cultural tourism resource. In fact, the development of tourism has been growing from year to year. The latest report of United Nations world tourism organization (World Travel and Tourism council (WTTC), 2018). shows international tourist arrivals grew 7% in 2017 which is the highest increase since the 2009 global economic crisis and well above UNWTO's long term forecast of 3.8% per year for the period 2010 to 2020. As per the report of the organization a total number of 1,325 million international Tourist arrivals were recorded in destinations around the world, some 86 million more tourists have travelled than the year 2016. By the region Africa and Europe grew above average and more specifically northern Africa and southern Mediterranean Europe led results in 2017, reflecting strong demand for destinations along the Mediterranean. On the other hand, according to the World Travel and Tourism Council tourism

is one of the world's largest economic sector, this can be described as Travel and Tourism creates jobs, drives export and generate prosperity across the world. The sector is shown to account for 10.4% of global GDP and 313 million jobs or 9.9% of the total employment in 2017 (World Travel and Tourism council (WTTC), 2018).

2.3. Ethiopia and its tourism development

Ethiopia: a proud nation that has never been colonized by western powers during the scrambling of Africa. This makes the country to have unaltered culture, religion, history and identity. The country possesses what most economically developed and ``major tourist generating nations do not have (Yiheyis, 2015). As a new tourism marketing and branding the Ethiopia has changed its former brand "*Thirteen months of sunshine*" into "*Ethiopia: Land of Origins*" since July 2014(www.ethiopia.travel). The new brand has given an emphasis on being the country an origin of Coffee which is used internationally, origin of humankind (Lucy 3.4 Million skeleton), and cradle of civilizations (Yeha, Damat, Aksum, Lalibela, Gonder,) and home for long distance runners of the world and so on. Ethiopia is African leading nation that has registered about 9 UNESCO world heritage sites which consists of historical, archaeological, natural, religious, and cultural aspects (UNESCO, 2018). This fact shows how the country is rich of tourism resource to offer for the globe.

Historically Ethiopia has been visited by several travelers, missionaries, merchants, and explorers since the ancient times. Mentionable among them are Francisco Alvarez of the 16th century, James Bruce of the 18the century and R.E. Cheeseman and Paul Henze of the 20th century each of whom contributed his own account about Ethiopia (Yiheyis, A, 2015). The historical incidents have contributed in promoting Ethiopia for the other world.

2.4. Tourism development during the three regimes

During the Haile Sillasie the first governmental or public authority that start to work on tourism was first time established by the year 1964, under the order no 36/1964 Ethiopian Tourist Organization (ETO). Since then until the fall of the emperor regime the tourism and tourist related activities were run by this organization. It promotes the tourist sites of Ethiopia, established accommodations and so on. During the Derg regime the organization has re-structured from ETO to Ethiopian Tourism Commission (ETC) under the order no 198/1979 (Ethiopian Tourism Commission, 1982:9 cited by Yiheyis). The main role and duties of the commission was to expand

and promote the tourism industry at home (Domestic) and for abroad (International). Other responsibilities given for the commission was to standardize and classify accommodation and recreational facilities and to coordinate with other institutions for the conservation of natural and cultural heritages. Additionally, the commission has recognized to facilitate in related to the development of tourism like the Ethiopian Tourist Trade Cooperation (ETTC) currently named as Ethiopian Tourist Trade Enterprise (ETTE) and the National Tour Organization (NTO) and Catering Tourism and Training Institution (CTTI) were the most important institutions that give a support for the development of tourism.

During the Derg regime (1974-1991) the tourism has shown a decline tourist arrival this was because of the civil war; the recurrent draughts and the investments policy of the government are among the major reasons. According to the statistics bulletin 2005, no 8 by the end of the Haile Sillase regime in 1974 there were 73,662 tourists' arrivals and from 1974-1991 the Derg regime the average tourist arrival number were 52,777. Though the Derg regime has ruled Ethiopia for about 17 years because of the political, economic, and social reasons the tourism development and tourist arrival number was not developed as such boldly.

After the dawn fall of the Derg regime the current government has followed free market by changing its political and economic ideologies. Using the opportunities of free market policy, several private hotels, tour operators, travel agencies, and etc. were started to be established. Currently there are more than 400 tour and travel agencies that are run by the private sector and more than 135 hotels are established in the capital town of Addis Ababa (MOCT, 2016). The latest tourist flow from international travelers' statistics shows Ethiopia based on the World Travel and Tourism Council 2018 annual key facts; the direct contribution should 604,000 which are 2.4% of the total employment that are engaged in direct travel tourism.

2.5. Empirical review literature

The development of tourism from year to year shows a growth from the tourist arrival and tourist revenue perspectives. The latest report of United Nations World Tourism Organization (UNWTO, 2018) shows international tourist arrivals grew 7% in 2017 which is the highest increase since the 2009 global economic crisis and well above UNWTO's long term forecast of 3.8% per year for the period 2010 to 2020. As per the report of the organization a total number of 1,325 million international Tourist arrivals were recorded in destinations around the world, some 86 million

more than in 2016. By the region Africa and Europe grew above average and more specifically northern Africa and southern Mediterranean Europe led results in 2017, reflecting strong demand for destinations along the Mediterranean. On the other hand, according to the World Travel and Tourism Council tourism is one of the world's largest economic sector, this can be described as Travel and Tourism creates jobs, drives export, and generate prosperity across the world. The sector is shown to account for 10.4% of global GDP and 313 million jobs or 9.9% of the total employment in 2017 (WTTC, 2018).

The above data shows how tourism industry benefits in terms of job creation, tourist flow and tourist receipt. Ethiopia is among the fastest growing country of African countries. According to Tekabe in Ethiopia where the tourism sector is at its early stage and tourism tour operators are not plenty to meet the demand of their customers, it has become a mandatory of a nation to pay special attention for such sector, supplying this sector will require infrastructure and allocating financial resources and also setting and practicing policies on how to deliver service in the tourism sector could be in consideration (Tekabe, 2015). Based on the World Bank presented a relation between the poor image of Ethiopia and travel behavior; it has stated that only 10% of 400 (40 of 400), Africa focused UK and European Tour Operators are selling Ethiopian tourism products partly due its poor image (World Bank, 2006). So, the country as a tourist destination seems to be contested or challenged because of prevailing image causing an obstacle for growing number of international tourist arrivals.

According to (Gizachew, 2013 cite by Tekabe 2016) on his finding of the study mentioned that lack of infrastructure, problems of securities, lack of service facilities, lack of museums, lack preservation and protection of heritages, financial constraints are the major challenges of tourism development. Additionally, the Nabil Debour, on his study he has mentioned that lacking knowledge and awareness about tourism industry benefits, lack of technical knowhow and weak promotion activities, lack of tourism related infrastructure, lack of constant tourism strategies and policy, lacking safety and lastly tourism diversification of tourism products are considered as major problems of Organization Islamic Cooperation (OIC) (Nabil Debour, 2003). In general A. Kauffman has discussed the challenges of tourism development in Ethiopia are mainly because of less competitive in marketing, educational level, the physical infrastructure, security and safety are hindering the tourism development of the nation (A. Kauffman, 2008).

2.6. Tourism development theory

According to D. Bilan (Streimikiene, D. Bilan, 2015) cited and discussed over the last decade, there have been elaborated several important theoretical tourism development models in the scientific literature (Butler, 1980; Butler, Miossec, 1993; Harris, 2000; Kotler, 1991, 1999; Lopa, Marecki, 1999; Stabler, 1997; Gartner, 1996; McKercher, 1993). Major tourism development theories and models are based on the evolutionary approach on the tourism development and the factors shaping it; which means different factors lead to the successful development of tourism in tourist areas in different stages of development. These theories aiming to explain the development of tourism can be adapted for tourism development and analysis.

The most famous and widely accepted cyclical theory of tourism development was elaborated by R. Butler (Butler, 1980; Butler, Miossec, 1993). The R. Butler cyclic model includes 7 stages:

1. Exploration. Locality is discovered by the people who appreciate its beauty and culture.

2. Inclusion. Small, but steadily increasing flow of tourists tends to appear. Tourists encourage local businesses to start providing tourist services and sell goods to the travelers.

3. Enlargement. Dynamic growth period, the flow of tourists is rapidly increasing. Attracted additional investment reduces the „local nature "services of the business.

4. Exacerbation. The number of tourists is still growing. Marketing tools are used in order to prolong the tourist season in order to attract more tourists.

5. Renewal. In this phase of the cyclic model, the number of tourists is growing steadily but can quickly increase or decrease. At this stage, an opportunity to join or go to the next cycle is emerging.

6. Stagnation. The number of incoming tourists is stabilizing. This results in economic, social, political, and environmental problems. The development of the tourism industry significantly affects the qualitative characteristics of the area, which were seen as the main factors of attraction and exclusivity at the begging of tourism cycle. This stage can last for a short or very long period.

7. The downturn. If the site does not respond to the social, economic, political, or environmental problems, the number of tourists begins to decline sharply, as they prefer locations that are more attractive. It is important to mention that the cycle can begin again at regeneration phase if there have been significant changes in the resource bases. In addition, there may be an opportunity to create new artificial attractions, or the primary natural resources can be restored to their previous state.

2.6.1. Development of tourism in a tourist destination

For the development of tourism in a given tourist sites there should be an extensive advertisement and promotion that could be done through offline which includes brochures, flyers, magazines, familiarization trips, participating in national and international trade fairs and exhibitions and others types of and offline advertisement and promotional strategies, and the second is an online marketing strategy that mainly focuses on the internet (Soininen, 2015). This type of marketing strategy could be through by the sites, regional, national official website as well as other social and travel medias. The other form of tourism development in a site is the strong coordination between the private and public stakeholders that mainly focuses on the tourism industry and related activities. The important part of a destination tourism development strategy is providing a comprehensive training of site managers, keepers, travel agents, guides as to help them give excellent services. Such kind of trainings will give a satisfaction for the visitors of the destination. The last important focus on how to develop a tourist site is government should fund for the infrastructural development of each sites. Activating such kind of infrastructural development will give a mutual benefit for the local community as well as to the visitors.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Description of the study area

Aksum is located in Tigray in the northern tip of the Ethiopian plateau at 14° 40N' and 38'E and at an altitude of 2100m asl. The old town of Aksum is situated between Bete Giorgis and Mai Qoho hills to the northwest and northeast respectively and the fertile plain of Hatsabo to the south, geographically favorable for settlement, cattle herding and cultivation of crops (Tekle Hagos, 2001). Researcher has shown that Aksum was a major naval and trading power from the 1st to the 7th centuries AD. As a civilization it had a profound impact upon the people of Egypt, southern Arabia, Europe and Asia, all of whom were visitors to its shores, and in some cases were residents. According to Central Statistical Agency of Ethiopia (Central Statstics Agency, 2012) Aksum's population was 56,576. The census indicated that 30,293 of the total population were females and 26,283 were males. The previous national census which was conducted in 2007 showed that the town's population was 44,647 of whom 20,741 were males and 23,906 females. The old town Aksum is currently is home for many tourist sites. It has values like archeological, historical, cultural and religious tourism products to offer for visitors. According to Phillipson by the year 1980 UNESCO has registered Aksum as one of the world heritage sites of the world because of the values that has for the universe (Phillipson, Aksum: An African Civilization in its World Contexts, 2001). From the areas of the lists of the heritage sites, seven decorated monumental stelae that measures up to 33m long and 517 tons, erected on a gentle slope of Bete Giorgis hill roughly facing to the southeast to the urban center.

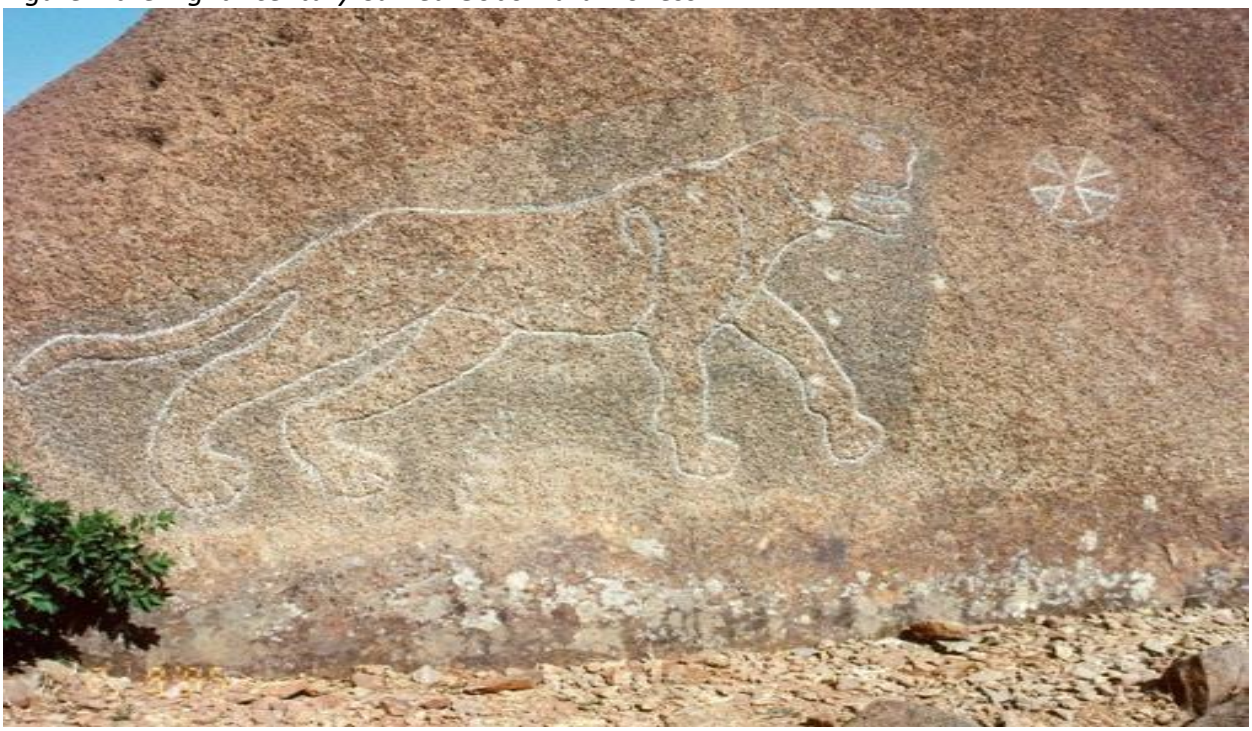
Aksum is an archaeological and cultural site that covers the remains of an influential city of Ethiopia (Tekele, 2001). The ruins include stelae, tombs, castles, and obelisks. The kingdom of Aksum developed a distinctive architecture exemplified by giant obelisks, the oldest of which dated from 5000-2000BC. Generally, Aksum is among the holiest city in Ethiopia. The huge tourism resources of the town should be maintained and bring benefits through effective development and management. Additionally, tourist sites that are found Coordination and integration works are essential for sustainable tourism development and generating incomes for the communities and government through different activities.

3.2. General highlights about the 7 tourist sites of the study area

3.2.1. Mount Gobo'Dura

Gobo Dura – '*gobo' is a Tigrigna language which* means hill and '*dura'* is a name for the area or district located about 5km west of Aksum and is famous for its lioness carving and for its ancient quarries. Stelea of Aksum all are curved from one local rock. Several quarry sites have been surveyed on the slopes of Gobo'Dura hill to the west of Aksum; some are simple stone working sites whilst two major quarries on the north eastern edge of Gobo'Dura hill shows evidences of extensive quarrying of rock as well as slipway features (phillipson 2000:230). The stone was then moved across the eastern flanks of Bête Giyorgis into the town taking advantage of the topography to assist the movement of what would have been massive pieces of stone (Phillipson, Foundation of an African Civilzation, 2012). So, Gobo Dura is the place where the Aksum giant Stelea are quarried

Figure 1 the Eighth century Carved Gobo'Dura Lioness



(Source: Field Survey, April 2018)

Additionally, this tourist site consists of a carved "Gobo'Dura Lioness" in between the hill area. It is a representation of a crouching lioness around 3.2 meters long, which was curved into relief on a large rock outcropping. It was first time described by Germany archeologist in 1913 (Wikipedia, 2017). Here the Christianization of the image was achieved through the carving of a cross next to

the lioness head. It may even be that this is later carving, a translation of pre-Christian lion motif through the traditions of the medieval Kibre-Negest into a more acceptable Christianized symbol: The Lion of Judah. But tradition says that it was carved in the 10th Century AD by Anbesa Wudim, an Aksumite King, after the destruction of Aksum by Queen Yodit to protect the town from such destruction again.

Figure 2 Bottom up view of Mount Gobo'Dura



(Source: Field Survey, April 2018)

3.2.2. Abune Liqanos Monastery

This historical and religious church is located at the top of Mount Liqanos (2,339 meters above sea level), halfway between the Tombs of Kaleb and Gebre Meskel and Enda Abba Pentaleon Monastery. It can be reached from the Tombs by heading eastward along the walking way that passes in the front of the gate of the compound where the Tombs are located. Though it is old and scratched there is a signboard that indicates the way.

Enda Abba Liqanos was one of the Nine Saints. While most of the Nine had to spread out to other parts of Tigrai and northern Ethiopia, Abune Liqanos, along with Abune Pentaleon was favored by King Kaleb to stay near very far from the tomb of Kaleb and Gebre Meskel. The site is believed to also be an Aksumite quarry. Little is known about Abba Liqanos life except that he lived or spent 25 years in the monastery. The current church on the top of the monastery hill was built in the 20th Century.

Figure 3 Monastery of Abune Liqanos



(Source: Field Survey, April 2018)

3.2.3. Abune Pentaleon Monastery

Abba Pentelewon (c. 470–522) was a Christian monk who is traditionally credited with founding Pentelewon monastery located on the top of Mai Qoho Hill northwest of Aksum in northern Ethiopia. He is one of the members of the group known as the nine saints. This ancient site is located at the top of a steep 40m rock pinnacle approximately 5km east of the old city center.

Enda Abba Pentaleon is of special historical interest because it is one of the few Pre-Aksumite sites found in Aksum. On the peak, the ruins a Sabaean temple can be found, which was dedicated or re-dedicated to Mahrem, the God of War (Ares in Greece) as a thanksgiving offering for a victory over the Himyarites. This dedication is part of a fragmentary Greek inscription found in the old church and it is most likely the earliest Greek inscription found in Aksum to date.

Figure 4 Monastery of Abune Pentaleon



(Source: Field Survey, April 2018)

Part of this ancient structure was subsequently incorporated into the church of Abba Pentaleon, named for one of the Nine Saints who came to Ethiopian in the 5th Century to restore the pure faith. According to Ethiopian tradition he built a small cell by himself on the top of the hill and stood on his feet 45 years uninterruptedly. Before starting his military campaigns, king Kaleb used to seek comfort and blessing from the saint, who supposedly and miraculously participated in the battle against the Himyarites and caused the death of 5,050 warriors. The old church consisted of an east-west oriented building with a rectangular plan of about 13.5m by 6.9m, located at the center of a circular platform almost surrounded by a stone wall.

Pentaleon was the advisor to king Kaleb, who joined the monastery after he abdicated in favor of his son Gebre Meskel roughly AD 550. Another believable local tradition claims that saint Yared, contemporary of Gebre Meskel who invented the notation of Ethiopian ecclesiastical music and compiled the *Mezgaba Dugwa* (Treasury of Hymns), spent much of his life at Pentaleon. Women may enter the monastery compound and look at the various holy crosses and books. The inside of

the church is accessible to men only. Look out for a particularly fine 15th Century illuminated manuscript of the Gospels. October 17 or Tikimt 06 is the annual feast celebration day for Abune Pentaleon.

3.2.4. Mai-kerah (Saint Yared)

Aksumite civilization had other aspects besides architectural tokens of power. Culturally, the Aksumite Empire was vibrant. One of Aksum's greatest cultural contributions was Saint Yared's seamless musical system. The Ethiopian *Re'ese Liqawnt* (head professor), Yared, was born on April 25, 505 A.D. in the city of Aksum. His father was named Adam and his mother Tauklia. Yared's lineage was from the priesthood of Aksum. When he was six years old his parents gave Yared to the tutorship of Yishaq, who was a teacher in Aksum. Under this teacher, Yared completed the study of the alphabet and began to study the Psalms. However, he had difficulty learning his lesson and was sent back to his parents by his teacher. His father having died in the meantime, his mother, Tauklia, placed him in the hands of her brother, Abba Gedeon, who was the parish priest, with the request that he should raise and educate Yared. Abba Gedeon was the teacher of the Old and New Testaments in the courtyard of the church of St. Mary of tsion and he had begun translating the Holy Scriptures into Geez from Hebrew and Greek. Yared lodged with Abba Gedeon and began studying along with the other children but for years he lagged behind the others in his studies and so was constantly reprimanded and punished by the new teacher. Yared was not a bright student and however much he studied he could not grasp his lessons. Because of his slow-mindedness he became an object of derision and mockery to his classmates. One day his uncle whipped Yared severely, saying: You should not lag behind your classmates and you should pay attention to your studies as the others do.

Yared became bitter about his failure as a student and decided to go elsewhere and start life as a new. He therefore fled from the school and while journeying to his uncle's birth place, Medabaiwelel, he was caught by a heavy shower and was obliged to take cover under a tree near a spring called Maikerah, some four kilometers outside the city to the northern of Aksum. While sheltering under the trees, pondering, and feeling remorse about his failure, he witnessed an event that was to change his whole life.

Figure 5 Mai-Kerah Tree (Saint Yared's Tree)



(Source: Field Survey, April 2018)

His attention was caught by a caterpillar struggling time and again despite repeated failures, to climb up the trunk of tree to eat of its leaves. Six times the caterpillar failed but on the seventh trial it struggled with all its might and was able to reach its destination. Watching the perseverance of the caterpillar, Yared wept, comparing his weakness with the strength of the caterpillar. After seeing the stamina of the tiny creature, he decided to return and take up his studies again (EOTC church Bulletin, 1986). He reasoned that man was a creature superior to a caterpillar and as the caterpillar had, with repeated effort, reached its goal and eaten of the leaves of the tree so he too should bear the consequences such as whipping, study diligently and succeed. Having decided this, he returned to his spiritual teacher, Abba Gedeon and begged to be forgiven and to be taken back to continue his studies. Abba Gedeon relented and began teaching him the Psalms. Besides continuing his studies, Yared went to the church of St. Mary of Sion every day and prayed to God saying: "Oh! Merciful lord gives me wisdom! "God heard the child's prayer and endowed him with insight and intelligence. His sudden brightness filled his teacher with wonder. Thus, he was able,

through diligence and hard work, to complete the study of the Old and New Testaments within a short time. Since Yared was now a highly gifted student, he finished his studies with astounding results and thereafter became a deacon. Additionally, the area also has a holy water that can be used for religious spa currently any one can witnessed that a 1500 years history trees still alive in the site. Furthermore, there is the newly constructed churched named as St. Yared church. Therefore, the place called Maikerah is religious as well as historical place to be visited, because it has a high religious connection with the life of Saint Yared's life and religion.

Figure 6 Saint Yared Church built near to the Mai-Kerah



(Source: Field Survey, April 2018)

3.2.5. Bête Giyorgis Archeological Site

Archeological sites are surprisingly common on the landscape and come in all sizes and a variety of types in the vicinity of Aksum (Derara, 2015) . Among the sites the rocky hill of Bête Giyorgis (The House of St. George) is one of them which is located about 3 Kms to the north-west of Aksum. Bête Giyorgis earlier than Aksum civilization is situated in Aksum's processors as the capital of the great Aksumite kingdom. Once it was immense wealth of the kingdom's cultural, social, economic, military, and diplomatic history. It provides the context of Aksum's transformation from a 'tribal' society to a sophisticated empire. Archeological remains unearthed

from there reflect that between the 6th and 7th century AD Aksumite economy depended on animal rearing and cultivation of crops such as wheat, barley, teff, legumes, grape and flax (Fattovich, R and Bard, K.A, 1997). Records from there indicate as well that Aksum had been stuck by famine in 831-849. Bête Giyorgis palaces, cemeteries and tombs showed not only the prosperity of the kingdom but also the hierarchy of its community. It also shows the architectural preferences of the time. According to Fattovich., Bête Giyorgis distinguished itself from for example Yeha is it emphasized "on platforms with stelae and pit graves for the funerary cult of the elite rather than on monumental cult temples of the gods" (Fattovich, R. et al, 2000).

Figure 7 Ruins of palace at Bête Giyorgis



(Source: Field Survey, April 2018)

Bête Giyorgis was not only a source of Aksumite administration, but also the city's source of fresh water. According to archeologists Aksum was "watered by streams flowing" from Bête Giyorgis

and the other hills around. The top of Bête Giyorgis is home to at least two of Aksum's most important archeological sites: Ona Negest and Ona Enda AboyZewge. Besides its archeological and historical values, the site has a potential for visitors to experience for soft trekking to climb to the top of the hill.

3.2.6. Abune Libanos Monastery

The Monastery of Abba Libanos is found around 15 km south-western of Aksum town. According to Irvine (Irvine, 2018) Abune Libanos or Mata was a missionary active in the pagan areas north of the Mereb-Belesa Rivers. He is sometimes called the Apostle of Eritrea. Born of the royal family in Rome or Rum (Byzantium) he is said to have become a monk with Pachomius (348), by whom he was sent to Ethiopia. He stayed in Bäqela for seven years, translating the Gospel of St. Matthew into Ge'ez and was then summoned (called) to Aksum by *Abune* Eliyas. When he indicated the *abun*'s corrupt practices, he was forced to withdraw to Därräqa (perhaps the desert) by the Emperor "Zä-Gäbäzä Aksum," perhaps Emperor Ellä-Gäbäz, though the dates are not easily compatible. He remained in a cell in Därräqa until the Emperor and the *abun* were constrained by God to accept his criticism, when he went to GunaGuna. He was visited there by Emperor Gäbrä-Mäsqäl, who built the church of Béta-Mäsqäl for him. Finally, he went out among the pagans of Tarqa, where he died in the reign of Gäbrä-Mäsqäl. Many churches were built for him in the district, and it is said that he was able to make sources of water spring from the ground.

The monastery has only one room and was built by Abba Libanos and divided into three parts by a curtain. Portioning the sacred space into three hierarchically arranged sections is a common phenomenon in the Ethiopian Orthodox Church. The three main sections of the orthodox Churches are the '*Qenie-Mahlet'* (the choir), the *'Kidist'* (the Nave) and '*Mekdes'* (Holy of Holies or the central Chapel) (Bantalem, 2010). The monastery has kept the old Geez manusripts (Brana), a small cylindrical shaped stone that measures about 50 Cm long and according to a book named *Gedle Abune Libanos*; The Abun has used the stone as a material to build the monastery to cut and curve.

Figure 8 Caves used by hermits at Monastery of Abune Libanos



(Source: Field Survey, April 2018)

Figure 9 A cylindrical stone used by Abba of Libanos to construct the Monastery



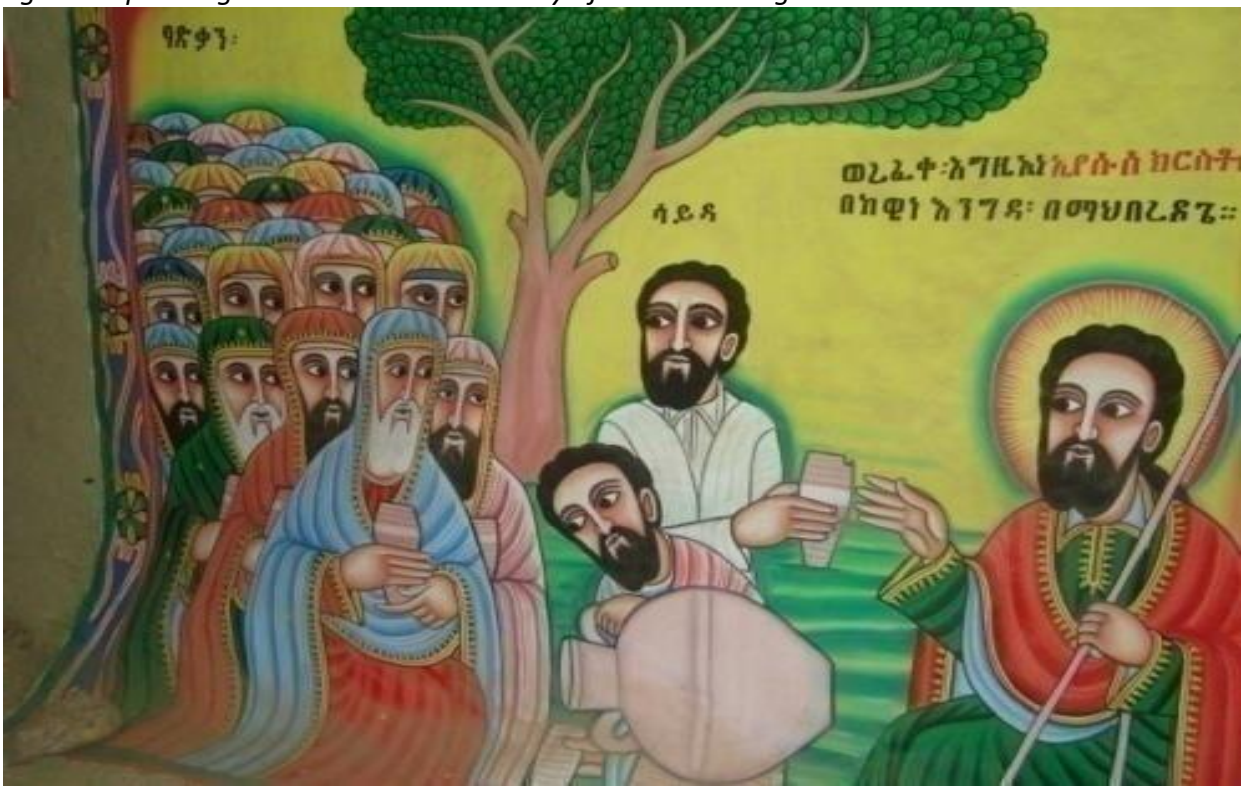
(Source: Field Survey, April 2018)

The monastery is only accessible Male only but nearby it there is a newly under construction phase building that can be accessed by female visitors too. Likewise, Maikeah the monastery has also Holy water that can be accessed by men and women visitors. Although many of the details of Libanos's life are anachronistic, there is no reason to doubt his general historicity. His feast is commemorated on 3 *Ter* (11 January).

3.2.7. Monastery of Mahibere Dego

The old aged monastery is found to the south-western direction of Aksum town. It is 13.5 km far from the town Aksum to the small rural village named Mahibere Dego. The name Mahibere Dego means a country of good people. According to the locals and priests stated that the monastery area was used for scarifies during Queen of Shabe's reign, king Romhayi and king Bazen before the birth of Jesus Christ. Later, in the 40 AD Apostle Matthew come to the area and starts to baptize the locals into Christianization.

Figure 10 painting describes about the story of Mahibere Dego and Jesus Christ



(Source: Field Survey, April 2018)

In the reign of king Asfh Welde Abreham in 365 AD around 3000 saints has come from Romya in the country of Rome and starts their life in the Mahibere Dego which was stared and continued by Apostle Matthew in 40 AD. The monastery was built during the reign of king Kaleb and this

story is written in Glory of Kings 'Kibre negest' book (Budge, 2000). The church built by Kaleb was destroyed by Yodit Gudit and after restoration once again Ahmed Gragni has destroyed it. The ruins of the old church are now visible in the stone of Christ's he sat down and teach for his followers.

Figure 11 A stone used for crushing Seeds by the saints at Mahibere Dego



(Source: Field Survey, April 2018)

3.3. Research design

The researcher has used a descriptive research design, because the study will focus on describing the aspects of the respondents' attitude, interest, perception, and observations of the challenges of tourism development in the outskirt sites of Aksum town. Quantitative methods of research were the major methods that were employed in collecting and gathering data from respondents. As a supplementary qualitative method were used to collect additional data for the paper work. This study has employed a non-probabilistic sampling particularly purposive types for the for both quantitative and qualitative data interviewing elders and tourism office at Aksum town will be applied. This was because the targeted respondents need to visit at least one more tourist attraction site that the study covers.

3.4. Target Population

The targeted informants were tourists that consists of domestic tourists, international tourists and tour guides who are working at Aksum town; for quantitative data collection and for the qualitative data collection Key informant interview were the religious fathers, site managers and tourism office Bureau officers were the targeted population areas for the study.

3.5. Data type and source

The researcher has used both primary and secondary data collection types. Primary data collection instrument includes interview, questionnaires, and personal field observation. The secondary data collection types the major focused areas were books, articles, magazines, and electronic media that has a related issues and concerns with the title of the study. In related to the secondary data collection most of the literatures and studies were gathered and collected from Addis Ababa University (AAU), College of Developmental Studies (CDS) from the department of Tourism Development and Management. Because from the program it is important and easy to find literatures and data that has tourism and hospitality related studies since 2010. Kennedy library which is found at AAU is also a document site to get more literatures for the study purpose. Ministry of Culture and Tourism (MOCT) annual statistics bulletin and the official website of the ministry has provided national wide tourism and related documents that can make the study more reliable and credible. For the international tourism history and its trends, the researcher has used data from United Nations World Tourism Organization (UNWTO) official website archive section.

3.6. Sample Size and Sampling Techniques

According to the Aksum tourism and culture bureau tourist flow data in 2010 Ethiopian calendar (EC), the Aksum were visited by 18739 international and 41816 domestic tourists and the total number of tourists visited Aksum were 60555 Aksum Culture and Tourism Office (ACTO, 2018 EC). Even though the ACTO has collected the above stated number of tourists; the researcher could not get the monthly tourist flow for each month. Additionally, the researcher has also a data deficit on the number of tourist arrivals in the selected sites of the study area because of the above reason the researcher has decided to collect a quantitative data from the domestic and international tourists by the month of March more specifically on the annual celebration week of Palm Sunday (Hosa'ean) which more tourists come to Aksum for visiting purpose. The data were highly collected from April 08- 21, 2018 the reason behind was to address visitors who attained the

religious festival named Hosa'ena (Palm Sunday). The sampling techniques for the research work were non-probable sampling specifically purposive sampling the other respondents for the study are going to be the tourist guides who are working at Aksum Town, therefore as per the ACTO there are about 38 registered tourist guides so that all the guides were addressed to fill the questionnaire.

On the other side the researcher has interviewed for the Key informants in order to gather the qualitative data; therefore, researcher has used purposive sampling based on the knowledge, role and responsibility of the respondents. Based on these intended respondents for the study area were five in number specifically from the tourist sites of Abune Liqanos Monastery, Abune Pentaleon Monastery, Mahibere Dego Monastery, Mai-kerah of (Saint Yared church) and lastly from Abune Libanos Monastery. From the above religious sites, the Monastery administrative body except of the Mai-kerah the remaining religious sites were interviewed in related to the challenges of tourism development in the sites. Lastly there were an interviewed session with the Officer (manager) of Aksum Culture and Tourism Office (ACTO).

3.7. Data collection instruments

In the data collection instrument, most of the data were collected through questionnaires that were disseminated for the tourist which has included both domestic and international travelers and tourist guides. 38 of them were tourist guides who works at Aksum and its surrounding, 37 were domestic tourist and 32 of the respondents were international tourists who come to Aksum town. Totally there were about 107 questioners distributed for the targeted respondents. As a support data were collected through interviewing the key informant interview for the targeted population of the study areas, in this aspect the researcher has interviewed about 4 religious administrations and one government body obtained the data from them. In related to the questionnaires data collection instruments; the first step of the researcher was preparing a questioner and getting the approval from the advisory body that can answer for the research questions which the study has. The language for the questionnaires and interviews were translated from English to Amharic by researcher, this is because among the targeted groups of the study there were domestic travelers and visitors that were targeted to fill some questionnaires. Also, from the qualitative data collection religious fathers and site managers are also expected to participate in the study therefore, it is a vital to translate the English version interview questions into Amharic language. During the field

work Interview question applied both structured and non-structured types. Lastly after completing the above planned activities and getting final approval from the advisory body the researcher has implemented all the necessary steps and collected the data from each respondent.

3.8. Data analysis techniques

The data analysis procedures were done as follows. After the required data has been collected from the different informants coding, data entry and analysis were conducted using the statistical package for social science (SPSS) version 20 software. The data that were collected through questionnaires were mainly analyzed by using descriptive statistics such as frequency distribution and percentage. This was used to describe summarize and compare data. Narrative analytical method was used to analyze and interpret the qualitative data. The results that were obtained from the qualitative data has explained under each quantitative parts of the analysis work.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

4.1. Introduction

This chapter discusses the findings and results of the study. Under this chapter issues were analyzed and discussed by using SPSS version 20 software for the quantitative data and for the qualitative the researcher has used a descriptive analytical procedure. For the quantitative targeted respondents of the research paper were domestic tourists, international tourists and tourist guides. Those respondents combined for quantitative data and their total number of the respondents were 107 and 37 number of them were domestic, 32 number of them were international and 38 of the respondents were Tourist guides that are working in Aksum town under the Aksum Tourist Guides Association (ATGA). For the qualitative 5 number of respondents were interviewed to support the quantitative data result of the paper work of the study. Four of the interviewed respondents were from the religious or spiritual tourist sites namely from Abune Liqanos Monastery, Abune Penataleon Monastery, Abune Libanos and Mahibere Dego Monastery and the remaining one interviewed respondent were from Aksum culture and Tourism Office (ACTO).

4.2 Demographic Profile of the Respondent

This part of analyzed section has included the general respondents' profile which has about the following demographic sections. Sex of respondents, age of respondents, educational background, working experience (for Tourist Guides), marital status, employment status and nationality (for international travelers) and from where tourists come from section (for domestic travelers). Furthermore, the qualitative and quantitative with their total number of respondents is being addressed on table one as the types of respondents.

4.2.1. General profile of survey respondents

From the table gender of the respondents in the study were diversified 71% of respondents were male and 29% of the remaining respondents were female. In the finding of the study all the tourist guides who has participated in the study were all men. On this finding not only in Aksum but in Ethiopia or from the international fact more of the tourist guides are males so that the researcher would like to recommend for others to conduct a research why males are more engaged in guiding sector than female.

Age related data of the respondents 32.7% of them were fallen under the age range from 30-40, 28% of the respondents were from the age range 18-29, from the age range 41-50 the data has shown 22.4%respondents were participated in the study work. 51 and above aged tourist has resulted the remaining data which was about 16.8%.

Educational background of the respondents as the data has shown the highest result were Diploma holders which shares about 38.3%, following certificate holders shares about 28%, bachelor's degree holders which has accounted 26.2% and masters and above holders and high school completed respondents has accounted about 4.7% and 2.8% respectively. The researcher has found that most of the tourist guides has diploma and certificate holders.

Table 1 respondent demographic Profiles

No	Respondent's profile	Response category	Frequency	Percent
1	Gender of Respondents	Male	76	71.0
		Female	31	29.0
		Total	107	100.0
2	Age of Respondents	18-29	30	28.0
		30-40	35	32.7
		41-50	24	22.4
		51 and above	18	16.8
		Total	107	100.0
3	Educational level	High school completed	3	2.8
		Certificate	30	28.0
		Diploma	41	38.3
		Bachelor's degree	28	26.2
		Masters and above	5	4.7
		Total	107	100.0
4	Marital status for Tourists	Married	34	49.3
		Single	29	42.0
		Divorced	5	7.2
		Widow	1	1.4
		Total	69	100.0
5	Employment status for Tourists	Government employee	26	37.7
		Private employee	23	33.3
		NGO	9	13.0
		Retired	11	15.9
		Total	69	100.0
6	Working experience of tour guides	Less than a year	3	7.7
		1-3 years	9	23.1
		4-6 years	11	30.8
		7-10 years	6	15.1
		More than 10 years	9	23.1
		Total	38	100.0

(Source: field survey, May 2019)

Marital status of respondents was asked for the Tourists which includes about the domestic and international tourists. The total number of the tourist in this study were about 69 in number. In the data most of them 49.3% were married and 42% are not yet married or they were single. Respondents that are divorced were 7.2% and only 1.4% respondent has said widowed.

Employment status of the respondents focuses on Tourists. The data result was about 37.7% of them are working under the governmental organization and institutions and 33.3% of them are working in the private companies. The remaining respondents 15.9% are retired and 13% are working in NGO's.

The working experience questionnaire was forwarded to the tourist Guides based on this questionnaire the data has shown as follows. Working experience as a guide in Aksum town 30.8% of the respondents has about 4-6 years of experience working as a guide in Aksum town. This data is the highest percentage recorded from the questionnaire. Tourist guides that has an experience 1-3 years and more than 10 years has scored about 23.1% each. 15.1% of the respondents has been working experience from 7-10% years in Aksum town. The remaining respondents 7.7% has less than a year working experience.

The last part from the respondents' general profile questions which states and asks nationality for the international tourists and for local (domestic) travelers' origin (where they come from) was forwarded. For this case the researcher has categorized their nationalities in terms of continent for international travelers. For the domestic travels the researcher has counted and reported where most travelers come from the country's regional states. Therefore, the international traveler's response data shows that 41 number of travelers come from Europe and followed by 17 from north America, 7 were from Asia and the remaining were from Latin America has come to visit Aksum town. From domestic travelers' response the researcher has founded that most travelers have come from the Tigray regional state namely from Mekele, Adigrat, Adwa and Shire. Other travelers were come from Addis Ababa, Hawassa, Gonder and Bahirdar.

4.3. Purpose of travel to Aksum town

Table 2 Respondents purpose of travel to Aksum town

Statement	Variables	Frequency	Percent
The purpose of trip to Aksum town	Visit the town	37	53.6
	Education and training	4	5.8
	Research and Study	2	2.9
	Visiting friends and relatives	3	4.3
	Religious and pilgrimage	23	33.3
	Total	69	100.0

(Source: field survey, May 2019)

From the table frequency the data showed that most of the traveler's purpose to come to Aksum were for visiting the town 53.6% which includes holiday, leisure, and recreation purpose. 33.3% of the respondents has said their main purpose were for religious and pilgrimage. This was because the researcher has collected the survey/data during the week of Palm Sunday. Therefore, the researcher has addressed tourists more specifically domestic tourist who come to Aksum to attend for the Palm Sunday which is highly celebrated in Aksum town every year of the 7th week during the Hudade (Abiy Tsome). Travelers who come to Aksum for Education and Training 5.8%, Visiting Friends and Relatives (VFR) 4.3% and for Research and Study 2.9% were the responses that the researcher has founded during the field work of the study.

4.4. Mode of transportation to come to Aksum town

Transportation facility is a principal element service for the tourism industry. It is one of the three A's tourism components; Attraction, Accommodation and Accessibility. In this regard the researcher has given 5 variables that the tourists can mostly uses to travel from their origin to the destination and from destination to the next destination.

As stated in Table 4 most of the tourists have used public transport 55.1%to travel from their home town (for domestic travelers) and from their destination sites of Ethiopia (international tourists) to Aksum. This is because there is accessible transport provision from the capital town Addis Ababa to Aksum and from the neighboring towns of the Tigray Regions to the tourist sites. 20.3% of travelers has used air transport to reach to Aksum. Ethiopian Airlines has three times daily flight to the town because of this accessibility tourists used it for their travel purpose. The remaining 14.5% and10.1% of the respondents has travelled to Aksum through renting car and using travel and tour companies' package, respectively.

Table 2 Mode of transportation to travel to Aksum town

Statement	Variables	Frequency	Percent
Mode of transportation to travel to Aksum	By using travel and tour operators' package	37	53.6
	By renting car	4	5.8
	By taking public transport	2	2.9
	Air transport	3	4.3
	Total	69	100.0

(Source: field survey, May 2019)

4.5. With whom tourists has travelled to Aksum

In this analysis there are about four Variables that travelers may travel with while visiting a site. Based on such variables it is easy to know whether the traveler is alone or group traveler.

Table 3 with whom respondents has travelled

Statement	Variables	Frequency	Percent
Respondents travel companion to Aksum	Travel alone/independently	39	56.5
	With other travelers	12	17.4
	With Families	5	7.2
	With friends	13	18.8
	Total	69	100.0

(Source: field survey, May 2019)

In the Table 5 data result showed 56.5% respondents were travelled to Aksum alone or independently. Alone travelers as compared with group travelers; they have a better flexibility on their travelling schedule itineraries. Such travelers if they are lobbied and initiated to other new sites that was not included to their program (personal Itinerary) they will elongate their stay and visit easily. On the other hand, group travelers unless all are agreed to stay or first included in their tour itinerary Package it will be very difficult to handle so in most cases they will continue to their next journey. The remaining frequency result has stated as travelers who come with their friends were 18.8% with other/grouped were 17.4% and with families were about 7.2% from all the respondents of respondents.

4.6 Visiting frequencies to Aksum town

The frequencies of travelers to a destination has given an information for how many times tourists visit Aksum.

Table 4 Trips conducted to Aksum

Statement	Variables	Frequency	Percent
Trips conducted to visit Aksum town	First time	47	68.1
	Second times	12	17.4
	Third times	8	11.6
	Four time	1	1.4
	Five and more times	1	1.4
	Total	69	100.0

(Source: field survey, May 2019)

As the above table 6 resulted mostly 68.1% of the respondents has come to Aksum for the first time. This implies most of the travelers get their first-time visiting experience in the town. 17.4% of the respondents has said coming to Aksum town were their second time. Such types of tourists will have the probability to visit tourist sites that are found in the outskirt sites of the town. This is due to during their first time visit of the town most of them will visit the main attraction sites that are found in the heart of the city. Therefore, when they come back again, they will assess and request new tourist sites that they never been before. For the study purpose such tourist are more focused and taken their response of their visiting experience about the mention tourist sites. The remaining respondents has replied about 11.6% and 1.4% has come to Aksum for about four times and more than Five times, respectively.

4.7. Visitors plan to visit tourist sites

In this questionnaire of visitors' survey there were about four variables that most tourists are interested to visit when they come to Aksum. Such variables and responds have shown for the researcher that the major tourists' interests were focused on what types of tourist attraction sites.

Table 5 planned tourist sites that visitors are interested to visit

Statement	Variables	Frequency	Percent
Planned tourist sites that visitors were interested to visit	Religious	29	42.0
	Historical and cultural	33	47.8
	Archeological	7	10.1
	Total	69	100.0

(Source: field survey, May 2019)

The main reason why tourists come to Aksum and sites that visitors has planned to visit is stated as follows. As per the stated responses 47.8% of tourist come to visit the town's historical and cultural sites. 42% of tourists' main intension why they come to the town were to visit and experience religious activities and sites. This is because, Aksum town is well known by its religious, historical, archeological and cultural tourist sites and resources. Visitors who come to Aksum to visit archeological sites were 10.1% of the general respondent. But this doesn't mean that the town has only few archeological tourist sites rather there are plenty of archeological sites that are well studied and not well studied. The last variable for this study was natural tourist sites but from all the 69 respondents none of them has chosen it. This implies that the town tourist attraction sites are more dominated by historical, cultural, religious, and archeological sites.

4.8. Access to information about Aksum and its tourist attraction sites.

For a tourist destination sites among the essential elements that initiate tourists to visit a site is access to information. This is because unless information is not addressed to the targeted tourists, sites couldn't get enough visitors. In the frequency table showed 29% of the respondents has gathered information from their friends and relatives. Such information is very reliable for visitors because in marketing principle word of mouth (WOM) are advised to be practiced in the tourism marketing strategies. Some of the tourists 26.4% has seen information about Aksum were from diverse types of brochures and tourists guide books which can be accessed from different private business entities and public sectors like, tour and travel companies, hotel advertisement brochures, regional and governmental magazines that are purposely published to promote tourist sites for the foreigners and local people. 23.2% of the respondents has collected information about Aksum and its tourist attraction sites from websites and internets. In this aspect most of the respondents are foreigners. This is due to the tourist trends of their accessibility and behaviors. The remaining tourists get and collect information from television which accounted about 20.3%. Only 2.9% of the travelers has got information from tourist information centers (TIC). Additionally, as per the officer Ato Gebremedih has said, since the tourist sites were not promoted well tourists does not have information.

Table 6 Source of information about the sites of Aksum in general

Statement	Variables	Frequency	Percent
Source of information about the sites of Aksum in general	From Television	14	20.3
	From brochures and tourist Guide books	17	24.6
	From Friends and relatives	20	29.0
	From tourist information centers	2	2.9
	Website and internet	16	23.2
	Total	69	100.0

(Source: field survey, May 2019)

4.9. Length of stay in Aksum

Tourists length of stay has a factor on tourist satisfaction. Similarly, their length of stay also affect the money spent on the sites that are found in the heart of the city. Therefore, the researcher has intended to understand the average length of stay of the tourists.

Table 7 tourist length of stay at Aksum

Statement	Variables	Frequency	Percent
Respondents stayed or planned to stay in Aksum Town	Less than a day	1	1.4
	1-3 days	32	46.4
	4-6 days	24	34.8
	7 and above days	12	17.4
	Total	69	100.0

(Source: field survey, May 2019)

From table tourists that stay from 1-3 days and 4-6 days were 46.4% and 34.8% respectively. Tourists that stayed and planned to stay for more than seven days and above were 17.4%. 1 of the 69 respondents were only say at Aksum for less than 1 day. Length of stay related response, as per the officer report currently tourists are staying averagely about 3 days and 2 night. In this aspect most of the time the first day is an arrival time and since most of the travelers are coming through land transporting system, they used it for resting time and lastly the third day is mostly used for departing to the next destination. For this matter it is better to say that the tourist full visiting time is only about a day. This was reported by the officer. So, the researcher has understood that not only for the outskirt sites of Aksum town, even the heart sites are not well visited by the tourists.

4.10. Using Tourist Guide service of respondents

A tourist guide is considered as an ambassador of a given tourist site, region and a nation in general. Tourist guide give information of different types of tourist attraction sites, facilities and tries to fulfill the satisfaction level of tourists.

Table 8 Tour Guiding service

Statement	Variables	Frequency	Percent
Use of a tourist guide service to the sites of Aksum	YES	51	73.9
	NO	18	26.1
	Total	69	100.0

(Source: field survey, May 2019)

From the above table most of the respondents have used tour guide during their stay and visit at Aksum. 73.9% of them has said YES which implies tour guides has given the service for; only 26.1% of tourist has replied that they did not used tour guiding service. Some Tourists especially domestic travelers will use their friends and relatives to take them to the intended sites; because of such cases some travelers may not use guides to get the service.

4.11. Average tour guides serving status per month

Table 9 tourist guides serving status per month

Statement	Variables	Frequency	Percent
Average Tourist guides serving status of visitors per Month	10 Tourist	22	57.4
	20 Tourist	14	36.9
	30 Tourist	2	5.7
	Total	38	100.0

(Source: field survey, May 2019)

From the table averagely per month tourist guides serve 10 tourists which has accounted about 57.4%. Similarly, 36.9% of tourist guides do serve 20 tourists per month. Only 5.7%)of the tourist guides serve 30 tourist per month.

4.12. Types of tourists mostly served by the tourist guides

From table 88.2% of the tourist guides do serve foreign tourist and only 11.9% of the respondents has said as they serve for domestic tourists. This is because most of local/ domestic tourist may have no interest to use guides rather they may go with friends and relative or they may think of that using local guides is expensive. As stated in table 9 there were about 26.1% of the respondents has replied that they do not used tourist guides while they were visiting the tourist sites. From the above percentage and frequency most, travelers were local/domestic tourist.

Table 10 types of tourist are being served by the tourist guides

Statement	Variables	Frequency	Percent
Type of tourist that tourist guides mostly serve	Foreign/International tourists	34	88.2
	Local/Domestic tourists	4	11.9
	Total	38	100.0

(Source: field survey, May 2019)

4.13. Any information obtained about the sites by the tourists

In most tourist sites unless tourists get and has information tourists do not intended to visit the tourist destination sites. In this survey the questionnaire has about two variable alternatives; that includes YES for those tourists who already has the information about the sites and NO for the tourists who has no any information about the study sites. In this data the researcher main intention was to get how many of the tourists do have any information related to the study area tourist sites.

From table 10 as it is presented the researcher has collected that most tourist sites were not known and has no enough information about the selected sites. As compared to the seven tourist sites Mount Gobo Dura 33.3% of the respondents has information about it. This is because when a tourist searches information about the stalea of Aksum; in some literatures, tourist guide books and other brochures information are added that Mount Gobo Dura is where the Aksum stalea's are carved or chiseled and come from. Out of the 69 tourists that contained Local and International tourist 66.7% of the respondents has no any information about it. Following Mount Gobo Dura Mai-Kerah an area where St. Yared has saw the worm (caterpillar) climbed to the tree and fallen to the ground for about six times and in its seventh trial the worm climbed and start to eat the leaf of the tree; 23.2% has get information about the sites. For this reason, since saint Yared is a well-known Orthodox spiritual song composer, in most orthodox religion related literatures, tourist guide books and other brochures information are written that related to the history of St. Yared. The remaining 76.8% of them have no any information about it. The other study area tourist sites that the researcher included under the study, Monastery of Abune Penteleon, Monastery of Abune Liqanos and Monastery of Mahibere Doge 15.9%, 14.5% and 14.5% of the respondents has information about them respectively. Monastery of Abune Libanos 4.3%and the archaeological site Bete Giorgis 5.8% of the respondents has said as they do have the information about the sites. From this survey it is clear that tourist do not have enough and well-organized information that related to the sites.

Table 11 do tourist have any information about the study area

Statement	Studied Tourist sites	Variables	Frequency	Percent
Inquiring whether tourists has any information about the selected tourist sites	Mount Gobo'Dura	YES	23	33.3
		NO	46	66.7
		Total	69	100.0
	Mai-Kerah (Saint Yared's Tree)	YES	16	23.2
		NO	53	76.8
		Total	69	100.0
	Monastery of Abune Libanos	YES	3	4.3
		NO	66	95.7
		Total	69	100.0
	Monastery of Abune Penteleon	YES	11	15.9
		NO	58	84.1
		Total	69	100.0
	Monastery of Abune Liqanos	YES	10	14.5
		NO	59	85.5
		Total	69	100.0
	Mahibere Doge	YES	10	14.5
		NO	59	85.5
		Total	69	100.0
	Bête Giorgis	YES	4	5.8
		NO	65	94.2
		Total	69	100.0
	Mahibere Doge	YES	4	5.8
		NO	65	94.2
		Total	69	100.0

(Source: field survey, May 2019)

4.14. Tourist sites that are visited by the tourist

The researcher has given the questionnaires for those tourists that has visited at least one of the tourist sites that are included in the study. This is because if a tourist has visited at least of one tourist sites it will be easy to give response about the challenges and actual status of the sites. Therefore, some tourists may visit more than one tourist sites that the research work covers. The questionnaire has two variables alternatives YES for those who visited the listed tourist sites and NO for those who did not visit the sites.

The data which is shown in table 14 Mount Gobo Dura has a better tourist flow status as compared to the other sites that the research work covered. From all the 69 respondents 39.1% of the tourist has visited the site. But still 60.9% of the respondents did not visit the site. The reason why the site has scored 39.1% tourist arrival is because when they are visiting the stelae filed of Aksum tourist guides tells about the site that the long stalea's are come from Mount Gobo Dura site and tourist can reach to the bottom of the hill while they drive to Aksum-Shire main road so, it will have an easy accessibility to reach. Additionally, Mount Gobo Dura is mentioned in different literatures, tourist guide books and brochures.

Table 12 tourist sites which are visited by the tourists

Statement	Studied Tourist sites	Variables	Frequency	Percentage
Sites which are visited by the tourists	Mount Gobo'Dura	YES	27	39.1
		NO	42	60.9
		Total	69	100.0
	Mai-Kerah (Saint Yared's Tree)	YES	16	23.2
		NO	53	76.8
		Total	69	100.0
	Monastery of Abune Libanos	YES	2	2.9
		NO	67	97.1
		Total	69	100.0
	Monastery of Abune Penteleon	YES	15	21.7
		NO	54	78.3
		Total	69	100.0
	Monastery of Abune Liqanos	YES	12	17.4
		NO	57	82.6
		Total	69	100.0
	Mahibere Doge	YES	24	34.8
		NO	45	65.2
		Total	69	100.0
	Bête Giorgis	YES	1	1.4
		NO	68	98.6
		Total	69	100.0

(Source: field survey, May 2019)

Following Mount Gobo Dura, Monastery of Mahibere Dego is the next scoring visited by the respondents. The site is located about 12kms to the southern part of the town. 34.8% of the respondents has said they have visited the monastery. Especially for domestic travelers the

monastery has very significant to visits it. Since it has a historical link with Jesus Christ history in Aksum domestic travelers mainly during Hidar Tsion Mariam Annual Feast and during Hossaena (Palm Sunday) domestic travelers goes to there. Road to the monastery can be accessed through scheduled but very rare vehicles to it. From the selected tourist sites which are not more visited by the respondents; the survey shows 98.6% to Bete Giorgis and 97.1% to Monastery of Abune Libanos which is located about 15kms to south western direction from the main town. This is due to their difficulties of road to reach them can only be reached travelling through on foot. Because of this tourist interest to travel will not be more motived. On the remaining study area tourist has given the following responses to each site. 23.2%, 21.7% and 17.4%has been visited to Mai-kerah, Monastery of Abune Pentaleon and Monastery of Abune Liqanos respectively. Those three religious and monastic sites are found in the same direction northern part of Aksum. On the way to those sites there is a matured and well know tourist site named as *"royal tombs".* The site describes the well-known kings Kaleb and his son Gebre Meskel. There are three coffin or tombs that is believed to King Kaleb and his wife, and his son Gebere Meskel. Historically the King Kaleb and Abune Pentaleon has a strong connection during Kaleb's throne period. Even after he transferred his throne to his son king Kaleb has start to live a monastic life with Abune Pentaleon and buried his body inside the monastery. I addition monastery of Abune Liqanos and Monastery of Abune Pentaleon are found extremely near to each other. Their distance between is about only one km. With this historical link the sites can be packaged in one category so that tourist can visit them.

4.15. Frequencies of tourist guides takes visitors to the study area sites

Similarly, tourist guides were asked about how often do tourist guides takes visitors to the study area or sites. This has helped for the researcher to how tourist guides and tourists has responded about their travel to each site.

In this analytical report the researcher main interest was to understand how often tourist guides takes visitors to the research selected sites. Understanding such scenarios has helped the researcher to cross examining challenges of the sites and to forward mechanisms to solve the challenges that the tourist sites faced. In this questioner there were about 1-5 scaling option which were never, rarely, sometimes, most often and always.

Table 13 to which study area sites does tourist guides takes visitors

Statement	Studied Tourist sites	Variables	Frequency	Percentage
How often do tourists visit these sites	Mount Gobo'Dura	Never	8	21.1
		Rarely	18	47.2
		Sometimes	12	31.8
		Total	38	100.0
	Mai-Kerah (Saint Yared's Tree)	Never	13	34.3
		Rarely	23	60.0
		Sometimes	2	5.7
		Total	38	100.0
	Monastery of Abune Libanos	Never	32	83.4
		Rarely	6	16.7
		Total	38	100.0
	Monastery of Abune Penteleon	Never	6	16.7
		Rarely	27	70.5
		Sometimes	4	10.3
		Most often	1	2.6
		Total	38	100.0
	Monastery of Abune Liqanos	Never	9	24.1
		Rarely	24	62.5
		Sometimes	4	10.9
		Most often	1	2.6
		Total	38	100.0
	Mahibere Doge	Never	1	2.6
		Rarely	16	42.0
		Sometimes	19	49.7
		Most often	2	5.7
		Total	38	100.0
	Bête Giorgis	Never	37	97.4
		Rarely	1	2.6
		Total	38	100.0

(Source: field survey, May 2019)

From the table 13 as per the respondents given by tourist guides Mount Gobo Dura 51.7%, Mai-kerah 62.1%, Monastery of Abune Pentaleon 72.4% and Monastery of Abune Liqanos 65.5% sites were tourist guides took tourist in a rarely condition. 96.6% of the respondents for the site Bete Giorgis and 86.6% for the Monastery of Abune Libanos tourist guides has said as they have never taken tourists to each site. As compared with other studied tourist sites Monastery of

Mahibere Dego has shown a better tourist flow as per the tourist guides response which were 51.7% of the respondents has said as they took tourists sometimes. From this data the researcher has obtained that tourist guides ae mostly did not took visitors to the study selected tourist sites. Therefore, from the above two tables tourist guides and tourists has similar response in related to the study areas.

4.16. Challenges of tourism development faced by the respondents

In this data the researcher has given about six variables challenges and given five Likert scaling options; which starts 1 strongly agree, 2 agree, 3 neutral, 4 disagree and 5 Strongly disagree. In this aspect tourist might not visit all the study areas which the study covers, but at least a tourist (respondents to this study) must visit one or more study covered sites. Respondents has given their response as per the scaling for the mentioned and proposed challenges that the tourist may observe. Their responses are addressed and explained in the following tables.

Table 14 challenges of tourism development faced by the respondents (N=107)

Statement	**Response Category**				
	SA	**A**	**N**	**D**	**SD**
No structured and timed transportation service to the sites	23 (21.5%)	49 (45.8%)	21 (19.6%)	14 (13.1%)	-
Absence of well-organized information about the sites	18 (16.8%)	48 (44.9%)	27 (25.2%)	14 (13.1%)	-
Low effort by the tourist guides to tell about the sites	15 (14.0%)	34 (31.8%)	41 (38.3%)	13 (12.1%)	4 (3.7%)
Roads to the site are uncomfortable for visitors	34 (31.8%)	51 (47.7%)	19 (17.8%)	2 (1.9%)	1 (0.9%)
Tour and travel companies did not include the sites to their packages	40 (37.4%)	36 (33.6%)	23 (21.5%)	8 (7.5%)	-
There is no Museum that can exhibits the historical books and others in the site	44 (41.1%)	39 (36.4%)	13 (12.1%)	9 (8.4%)	2 (1.9%)

(Source: Extracted by the researcher, 2019)

Where: **S.A** - Strongly Agree; **A -** Agree; **N** - Neutral; **D** - Disagree; **SD** - Strongly Disagree

Among the challenges that are given for respondents as a choice were transportation and accessibility to the sites. For a given destination or tourist site an easily accessibility and transportation service are a basic element. From the above table 45.8% has agreed and 21.5% of the respondents has responded as they would strongly agree. Similarly, 13.1% has also said they

disagree to the option which is mentioned by the researcher. 19.6% of the respondent has responded they have a neutrality for the challenge which means they neither support of against for the accessibility and transportation service to the sites they have visited. From this data the researcher has gathered that most of the respondents has strongly agreed and agreed that as there is a low transportation and accessibility to the sites. From the options of variables that are given for the tourist none of them has chosen the alternative to the strongly disagree variable.

Promotion and advertisement for a given tourist destination is very crucial for its development. Consequently, in this study the researcher aim is to understand the level of tourist sites promoting and advertisement for the tourists. From the table indicated the forwarded question for the tourists were “Absence of well-organized information about the sites”, for this challenge 44.9% of the respondents has agreed that the sites are not well promoted and addressed to the visitors. 16.8% has selected the strongly agreed alternative. The combination of the two alternatives indicated that the sites needs to be promoted and advertised for the visitors. 25.2% respondents have said they are neutral to the study.

According to the respondents surveyed 38.3% of the responded and said they are Neutral to the alternative given and 31.8% of tourist have agreed to the alternative that tourist guides do not tell about the sites for visitors. Travelers who disagreed were 12.1% and only 14.0% tourist has mentioned the strongly agreed to the statement given for them. In this data tourist guides are expected to tell about the sites, doing such activities will have an impact on the length of stay to the tourists and will promote the sites to be visited by the tourists.

Access to the sites and road comfortability has an important impact for the development of a destination. A tourist site that has an interesting history, culture and natural should develop the road to the sites areas to entertain and be visited by tourists. The researcher focus for this study was to understand the challenge level of the tourist sites that was observed by the tourists. Among the challenges the road or access to the sites is one of them. From table the researcher has understood that 47.7% of the respondents has agreed on that the road to the tourist attraction sites were not good for them. Following this 31.8% of them has strongly agreed that the road to the sites was discomforted for them. The location of the sites stretches from 3 kms to 15 kms distance because of this distance the development of road is challenging for the tourism development of the

sites. Only 17.8% of the respondents has said neutral and only 1.9% and 0.9% respondents disagreed and strongly disagreed respectively to the alternatives given for the tourists.

Based on the resulted shown from the above table Tour and travel companies do not include the tourist sites under their packages. This was proven that 33.6% and 37.4% of the respondents has agreed and strongly agreed respectively to the option given that "Tour and travel agencies do not include it on their tour package". 21.5% of respondents has said they are neutral to the issue. This is because some of the travelers do not used tour and travel companies and some of other respondents might not referred the tour packages of several types of tour end travel company's brochures. Therefore, it becomes difficult for them to state whether it is true or not that the Tour companies included in their packages or not. Only 7.5% of the respondents has disagreed to the statement given from the questionnaire.

Concerning to the availability of Museums which can exhibits the historical books and others in the site, the respondents has mentioned that 41.1% of them has strongly agreed that there is no, museums in the sites. Similarly, 36.4% of the tourist and tourist guides has agreed on the absence of museums in the sites in general. The remining respondents 12.1%, 8.4% and 1.9% of them has shown their neutrality, disagreed, and strongly disagreed respectively to the challenges of the site more specifically to the museum's availability problem.

Similarly, the officer of ACTO and the religious and monastery administrative bodies has said the town is not using the tourism sectors as compared to the resource that the town has. The reasons for this are lack of Promotion, absence of enough accommodation facilities and lack of service quality are the major problems that are being faced by the tourist and observed by the office in general.

4.17. Mechanisms to solve the challenges of tourism development in the sites.

For the challenges of tourism development in a given destination there should be a mechanism that can solve for the mentioned challenges. In this study the researcher has mentioned the following mechanisms and forwarded them for the respondents. The Likert scale has about five that tourists can express their level of agreement for the statements questioned of the study. The result is presented as follows.

Table 15 measuring the mechanisms to mitigate the challenges (N=107)

Statement	Response Category				
	SA	**A**	**N**	**D**	**SD**
Extensive advertising and promotion	62 (57.9%)	42 (39.3%)	2 (1.9%)	1 (0.9%)	-
Stakeholders coordination for the development of the sites	60 (56.1%)	38 (35.5%)	7 (6.5%)	2 (1.9%)	-
Research and study on the sites	45 (42.1%)	28 (26.2%)	33 (30.8%)	1 (0.9%)	-
Local community involvement	58 (54.2%)	30 (28.0%)	19 (17.8%)	-	-
Comprehensive training of site managers, keepers, travel agents, guides as to help them give excellent services	62 (57.9%)	42 (39.3%)	3 (2.8%)	-	-
Government should fund for the infrastructural development of each sites	76 (71.0%)	24 (22.4%)	6 (5.6%)	1 (0.9%)	-

(Source: Extracted by the researcher, 2019)

Where: **S.A** - Strongly Agree; **A -** Agree; **N** - Neutral; **D** - Disagree; **SD** - Strongly Disagree

From above table 57.9% of the respondents were strongly agreed and 39.3% of the tourist agreed that there should be an extensive advertisement and promotion to be implemented. As it is proven and stated in table 16 for the challenges that concerned to the less promotion and advertisement 61.7% of them has agreed therefore, advertisement of the sites through several types of marketing tools is a mandatory to apply in order to get and attract visitors to each site. From the interviewed data gathered most of them has responded that promotion of the sites is what is being lacked. From the ACTO officer respond for case of promotion the office has used both online and offline promotional means. In related to the offline they do promote through printed brochures, guide books and flyers. Such promotional materials are disseminated to the regional tourism and culture bureau. To the online advertisement and marketing tools the office has an official website that tells and promote what things to visit Aksum town. Therefore, Appling aggressive promotion and advertisement is one of the solutions to cope up the challenges that the tourist sites are experiencing.

Stakeholders relation and coordination plays a vital role for the development of tourist sites. Such coordination and relation may arise from the marketing perspective and destination development side. From table is shown clearly 56.1% has said strongly agreed and some of the respondents also replied 35.5% has agreed to the alternative given for them. This implies the coordination of different public and private sectors that are working tourism activities on the selected studied sites needs a high cooperation in order to develop and to be benefited from the resource. In Tourism sector, most of the business entities and firms do not compute each other rather, they do complement and supplement. The remaining response from this tourist who has shown their neutrality 6.5% and disagreed were 1.9% of the responses. Therefore, it is true and proven that coordination is a vital to solve the challenges faced by the sector for each tourist sites. From the data gathered through interview and tourist guides there is a need to create strong link and sharing of roles and responsibilities.

Tourist destination sites that are not well recognized and visited by tourists most of the time the reasons may arise from not being well studied and promoted. As an example, from the study selected sites, Bete Giorgis and Gobo dura hill are not well studied historical and archeological sites of the town. Because of this reason there are no adequate documents that tells and can be used as a reference literature and studied document by the researcher. Similarly, as compared with other historical and religious monasteries that are found in and around Aksum Town, the study area sites have a very limited literatures founded by the researcher. From the table shown 42.1% tourists has strongly agreed and 26.2% of other respondents has agreed that to solve the challenges and problems of tourism development to the sites it advisable to take and conduct about its historical, religious and archeological researches to be done. Similarly, 30.8% has expressed their neutrality to the alternative given to the study. Choosing such alternatives by the respondents might be the respondents may not check information about the studied sites and because of this they gave their neutrality response to the study case. Generally, if researches and studies are going to be conducted on the study selected sites and published through different medias, they will get a good attention by tourists and stakeholders of the tourism business. Conducting research and study to the sites is highly agreed to the need for research and study for the site as a mechanism to solve the challenges.

The owners of a tourist destination for a specific area are the local community. This is because since the local communities lived nearby the areas, they have the ownership feelings and right

about the tourism resources. To strength such belongingness participating and involving local communities in the decision-making process is very important. Such involvement can be addressed through business involvement, that can be categorized in small and micro business enterprise. From the table has proven that 54.2% of the population has strongly agreed that the involvement of the local communities in tourism activities can be a solving mechanism that the tourist sites are facing the challenges. Likewise, 28.0% of other respondents has agreed to the statement given by the researcher when the localities are involved in the site management, they will conserve and preserve to the tourism products of each destination. Local community involvement is being highly agreed from the data gathered.

In tourism industry an excellent service provision has an impact on the satisfaction levels of the tourist. Service providers in the study area could be tourists guides, site managers and keepers and tour and travel agencies. Those mentioned stakeholders have a high relation and contact with tourists and travelers. For this reason, the researcher has raised a question for the travelers and the data o table has shown 57.9% and 39.3% of respondents has strongly agreed and agreed to the statement, respectively. This can be done for the guides, local community, site managers and soon.

Infrastructure encompasses the development of good, 24hrs electricity service and clean water provision. A good tourist site should offer the above-mentioned infrastructural facilities and amenities. In the study as it is proven on table most of the respondents has strongly agreed that the infrastructure development is very limited. To solve such challenges in table 71.0% of the respondents has stated the government should fund and construct road that takes to the sites, provide clean water and other important infrastructure that can help for tourist and also for the local communities. From the table respondents that rated about 22.4% of respondents has agreed that government should fund and develop necessary infrastructure to the sites. In this concern governmental organization can be from Federal, regional, and zonal. Those institutions can have supported each other through financial and technical assistance.

4.18. The major responsible bodies to mitigate the problems of tourism activities in the sites

Table 16 major responsible bodies to mitigate the challenges that the sites are faced

Statement	proposed responsible body	Ranked level in frequency					Highest percentage result
		1st	2nd	3rd	4th	Total	
Responsible bodies to mitigate the problems	Aksum Culture and Tourism Office (ACTO)	9	**21**	4	4	38	55.3
	Aksum Guides Association (AGA)	2	12	**20**	4	38	52.6
	Site Managers	1	1	11	**25**	29	65.8
	Tigray Tourism and Culture Bureau (TTCB)	**25**	4	3	6	38	65.8

(Source: field survey, May 2019)

From the above tourist guides has said that the major 1st ranked responsible body for the tourism development of the sites were Tigray Tourism and Culture Bureau (TTCB). From the total tourist guides who participated in this study, the analyzed data shown were 25 (65.8%) of the respondents has chosen a Tigray Tourism and Culture Bureau as the first responsible body. Following this as the data shown the second responsible body for the site development is Aksum Culture and Tourism office (ACTO), which has 21 (55.3%). Thirdly Aksum Guides Association (AGA) has the responsibility to work for the site promotion and service development. It has about 20 (52.6%) frequencies level chosen by the respondents. The last and fourth responsible body as per the data shown on table 21 were the site managers. The statistical data were 25 (65.8%). Therefore, the researcher has proven that for the development of tourism and to solve the challenges that the study area selected tourist sites, the two major governmental institutions namely Tigray Tourism and Culture Bureau (TTCB) and Aksum Culture and Tourism office (ACTO) has the significant role in developing, promoting, and supporting the sites tourism development.

4.19. current level of protection and site management of the study area

The tourist sites which the study covered were more of religious and the remaining two are archeological sites. For this case, the all the monasteries do contain different types of historical as well as religious equipment like Silver, Gold and Bronze made crosses, parchment (Branna) Books and ancient paintings on the wall of the monasteries, gifts from former Ethiopian leaders and other precious and important objects. So, knowing the protection and management level is important for

the conservation and preservation of the tourist site products. For this purpose, the researcher has given about five leveling options that starts from 1, very poor 2, poor 3, medium 4, good and 5 very good. This issue was forwarded to the domestic tourists, international tourists and local tourist guides.

Table 17 Table site protection and management level

Statement	Variables	Frequency	Percent
The current level of the site's protection and management	Very poor	30	28
	Poor	39	36.4
	Medium	38	35.5
	Total	107	100.0

(Source: field survey, May 2019)

From table 17 the researcher 36.4% of them has said the protection and site management of the religious sites were poor and 35.5% of the respondents have said medium site a protection and management and 28% has replied the level of site protection and management level is very poor. From this data from all 107 respondents none of them has said good or very good level of site protection and management from the site. This implies there is a need to aware and inform to protect the sites for the concerned stakeholder to actively protect and manage the sites. Simultaneously, as per the data gathered from all the interviewed monastery administrative bodies and from ACTO officer the sites do not have a museum that can protect and exhibit the old aged parchment (Branna) books, different types and kinds of religious crosses, gifts given from kings of Ethiopia, respected and precious religious serving materials, tombs of kings and etc. tourist attraction elements. As stated in Table 64.4% and of tourist guides have mentioned the management and site protection of the site is poor and very poor.

4.20. Tourists' level of satisfaction

Table 18 Tourists satisfaction level

Statement	Variables	Frequency	Percent
Level of satisfaction during your visit to the sites	Very Dissatisfied	10	14.5
	Dissatisfied	21	30.4
	Neither	17	24.6
	Satisfied	15	21.7
	very satisfied	6	8.7
	Total	69	100.0

(Source: field survey, May 2019)

In a tourist destination for a given country the satisfaction level will play a vital role for the word of Mouth (WoM) promotion and to make revisits to the destination. The result of the study shows that 30.4% of the tourists were dissatisfied and 24.6% were feeling neither satisfied nor dissatisfied during their site stay at Aksum. 21.7% of the respondents were satisfied during their stay at Aksum and about 14.5% of the respondents were very dissatisfied during their stay to the sites they visited. Only about 8.7% of the tourist were very satisfied. Therefore, it is important to satisfy the dissatisfied tourists.

4.21. Intention to make revisit

For tourist sites that are away from the main tourist attraction sites, an interest of tourist to come back again will give the sites to be visited by the tourists. This is because when a traveler is coming back for the second and more times most of them would like to visit a site that they never seen before.

From table 19 55.1% of the respondents have a plan to come back to Aksum Town. So, as stated earlier when those tourists are coming back most probably, they will have an interest to visit the study covered sites. Such practices will solve the challenges of the studied tourist sites. 29% of the respondents has expressed as they might or not come back to Aksum town. Only 15.9% has expressed as they do not have a plan to come back to the town.

Table 19 The coming back decision of respondents

Statement	Variables	Frequency	Percent
Intention to come back to Aksum Town	YES	28	55.1
	MAYBE	20	29.0
	NO	11	15.9
	Total	69	100.0

(Source: field survey, May 2019)

4.22. Tourists recommendation interest for others

As a marketing tool, a Word of Mouth (WoM) communication increases, the tendency to be believed by other tourist will higher as compared to other types of marketing tools. For this reason, the researcher has to know whether the tourists do recommend for others or not.

Table 20 tourists recommendation response

Statement	Variables	Frequency	Percent
Interest to recommend Aksum and its surrounding tourist sites to other visitors	YES	36	52.2
	MAYBE	19	27.5
	NO	14	20.3
	Total	69	100.0

(Source: field survey, May 2019)

From the above table 52.2% the sampled respondents are willing to recommend Aksum to other tourist. This implies that the tourism products are worth to visit. 27.5% and 20.3% of the respondents are not sure and not interested respectively to recommend Aksum to other tourists.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATIONS

5.1 Conclusion

Currently tourism is becoming an important economic sector for Ethiopia. More specifically Aksum a town which consists of religious, archeological, historical, and cultural attraction sites needs to work more on the development of tourism. The main objective of this study was to identify the challenges of tourism development in the outskirt sites of Aksum Town. Those sites are found in between the range of 3-15 kms away from the town. This study has identified the major problems of tourism development in the selected sites. The research findings indicated that access to the sites is the major problem. From personal observation, the roads that take to Monastery of Mahibere Doge and Mai-kerah are comparatively better, but since it is not asphalted and full of dusts, as a result tourist will get tried. Other sites like Bête Giorgijs, Monastery of Abune Liqanos and Monastery of Abune Pentaleon have no road for cars and vehicles. They have only foot tracks. This may is suitable for tourists coming for religious soft adventure purpose. The road leading to the Monastery of Abune Libanos takes approximately 2 hours travel on foot. Though Bête Giorgis is found near to the obelisks it has no accessible for tourists. The road leading to Mount Gobo'Dura is relatively better. This is because the high way from Aksum to Shire passes through the foot of the mountain and this opportunity allow tourists to go there to visit it. After reaching by car at the foot of the mountain tourists are obliged to walk to reach at the top of the. Therefore, the city government, ACTO, religious institution and the site managers in collaboration with other supporting organization should work together to solve the problems related to road infrastructure.

In any tourism destination promotional work is the basic activity to be done, because advertising and promoting attraction sites for the actual and potential visitors will motivate the tourists. However, the research findings indicated that the promotional activities are very low and weak. Most of the tourists that come to Aksum did not have prior information about the sites. Therefore, all stakeholders namely Tour Guides, Tour Operators, Tigrai Tourism and Culture Bureau (TTCB), Aksum Culture and Tourism Office (ACTO) have the responsibility to promote the sites for local and international tourists. This promotional activity in turn will stimulates tourists to come and visit Aksum. Including the sites in tour

program will also increase the length of stay of tourists, and their expenditure in the Aksum town. Currently the average length of stay of tourists in Aksum is between 2 and 3 days so that, if the sites get well developed and promoted, they will extend their stay in Aksum town.

Creating coordination among all stakeholder to develop tourism activities in the site is the other essential problem indicated by the current study. In this regard tour operators, guide, hoteliers, local community, church officials and tourism responsible bodies must work for a common goal to develop and promote the sites. The other problem is related to accommodations. From personal observation, Saint Yared church is under construction will create a good opportunity for the recognition and development of the site Mai-kerah, so that local and religious tourist will travel to the site for spiritual purpose.

5.2. Recommendations

To handle and to solve those problems the researcher has forwarded the following recommendations that can be applied and implemented by the stakeholders as per their concerns. For simplicity the recommendations are forwarded to the three main stakeholders.

A. Public sector

The Tigray Tourism and Culture Bureau (TTCB) should highly promote the sites in its online and offline marketing systems. This can be done via including the sites in its promotional materials like brochures, flyers, leaflets, and guide books. The bureau should aware tour operators and travel agencies to include the tourist sites in the tourism promotional materials and packages tour program. Furthermore, TTCB should provide financial support the development of road, and rest stops. Simultaneously, the constructed roads can also be used for the local communities to reach to the Aksum town.

TTCB should also conduct further researches on the sites. As it is clearly stated in chapter four, the sites are old and hence it is difficult to find related literatures. So that the bureau should researchers who would like to conduct studies on the sites.

The monasteries in the area lack budget to build their own museums. Therefore, the government bodies should support the construction of museum that can help to conserve and exhibit the tourism products that the monasteries have. Both ACTO and TTCB should coordinate the new tourist sites that the study covered and the existing tourist sites and product

during the preparation of promotional and advertisement stage.

B. Private sector

Tourist guides play a significant role in the development of tourism destination. This is because they offer guiding service for visitors coming to the areas. Tourist guides serve as intermediaries between visitors, public sector, and local communities. Because of this, they contribute a lot for the development of the tourist sites. Such contributions can be taking tourist to the sites, participating, and conducting research and study on the sites can be mentioned. The other recommendation is for the private sector such as tour and travel companies operating across the country. Tour and Travel companies should include the sites in their tour packages. Private investors should participate in different infrastructural development. Additionally, such investors should support the monasteries by building. This in return can influence for other tour and travel companies. Such initiatives can be done through including the sites in tour and travel company official websites, brochures, leaflets and guide books can motivate and insist travelers to visits the sites.

C. Religious institutions

There are many religious sites in Aksum and its surroundings. To solve the challenges facing these sites religious institutions more specifically, Ethiopian Orthodox Tewahido Church (EOTC) should do documentary films and publish books, magazines and annual reports that tells about the history of the monasteries and churches. These activities in return promotes the sites for the religious travelers. According to UNWTO (UNWTO, 2014) among the many motivations for travelling, visiting cultural or religious sites rank high on travelers' wish lists. Leveraging the growing interest for religious tourism sector worldwide is not only beneficial for the tourism sector, but crucial in building cultural dialogue and peace. Therefore, it is crucial to develop and promote. Church fathers should lobby private and governmental (public) institutions to prepare and publish a book that can tell about each monastery. Site managers in collaboration with other stakeholders they should build a museum that can exhibit the tourist products of the monastery as an example Monastery of Mahibere Dego, Monastery of Abune Liqanos and Pentaleon and Monastery of Abune Libanos have religious and historical artifacts to exhibit for visitors. This in return helps to conserve different religious and historical heritages of the monasteries

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LIST OF APPENDICES

Appendix 1 Questionnaire for International Tourists

Addis Ababa University

College of Development Studies

Center for Environment and Development Studies

Tourism Development and Management Program

Questionnaire for International Tourists

Dear Respondent,

This survey questionnaire is prepared by a graduate student at Addis Ababa University specializing in Tourism Development and Management. The main objective of this questionnaire is to collect data and information that enables me to conduct a research entitled by ***"Challenges of Tourism development in the outskirt of Aksum town".*** The research is being conducted in partial fulfillment of the requirements for the award of MA in Tourism Development and Management. It would be great if you kindly complete the questionnaire provided to you. Therefore, all information supplied would be treated confidentially.

Thank you in advance for your heartfelt cooperation.

General instruction:

- ❖ No need to write your name.
- ❖ Circle for your responses in the options provided.
- ❖ Write your answer on the blank spaces provided for open ended questions.

Part One: - Respondent's personal data

1. Sex
   A. Male
   B. Female
2. Age: - A. 18-29 B. 30-40 C. 41-50 D. 51 & above
3. Education Level: -
   A. High school completed B. Certificate C. Diploma
   D. Bachelor's Degree E. Masters and above
4. Marital Status
   A. Married B. Single C. Divorced D. Widow
5. Employment status
   A. Government employee C. NGO Employee
   B. Private employee D. Retired
6. Nationality _____

Part Two: - Questions related to the challenges of Tourism Development and Tourist facilities in the study areas.

1. What is the purpose of your visit to Aksum?
   A. Holiday, leisure and recreation
   B. Education and training
   C. Research and study
   D. Visiting Friends and Relatives (VFR)
   E. Religion/pilgrimage

2. How have you come to Aksum?
    A. By using travel and tour operators' package
    B. By renting car
    C. By taking public transport
    D. Air transport
3. With whom have you travelled to Aksum Town?
    A. Travel alone/independently
    B. With other travelers
    C. With Families
    D. With friends
4. How many trips have you conducted in visiting Aksum Town?
    A. First time
    B. Two times
    C. Three times
    D. Four Times
    E. Five and more times
5. When you come to Aksum town which tourist place you planned to visit?
    A. Religious
    B. Historical and cultural
    C. Archeological
    D. Natural
6. How have you heard or get information about the sites of Aksum in general?
    A. From Television
    B. from brochures and tourist guide books
    C. From Friends and relatives
    D. From tourist information centers
    E. Website and internet
7. How many days have you stayed or planned to stay in Aksum Town?
    A. Less than a day
    B. 1-3 days
    C. 4-6 days
    D. 7 and above days
8. Have you used a tour guide service when you were visiting Aksum?
    A. Yes
    B. No

9. Do you have any information about the sites that are listed below? Please Tick (X) on the YES or NO alternatives that are listed below.

No.	Tourist sites	YES	NO
1	Mount Gobo'Dura		
2	Mai Kerah (Saint Yared's Tree)		
3	Monastery of Abune Libanos		
4	Monastery of Abune Penteleon		
5	Monastery of Abune Liqanos		
6	Mahibere Doge		
7	Bête Giorgis		

10. Among the tourist sites that are listed below please tick (X) to the sites that you have visited (YES) and not visited (NO).

No.	Tourist sites	YES	NO
1	Mount Gobo'Dura		
2	Mai Kerah (Saint Yared's Tree)		
3	Monastery of Abune Libanos		
4	Monastery of Abune Penteleon		
5	Monastery of Abune Liqanos		
6	Mahibere Doge		
7	Bête Giorgis		

11. In the above-mentioned tourist sites if you have visited at least one site how do you rate problems (challenges) you faced while on your visit? Tick X on the points that you think and believe.

Scale: -1, Strongly Disagree 2, Disagree 3, Neutral 4, Agree 5, Strongly Agree

No	Challenges of tourism development in the outskirt sites of Aksum	Scale				
		1	2	3	4	5
1	No structured and timed transportation service to the sites					
2	Absence of well-organized information about the sites					
3	Tourist guides has very low motivation to inform about the sites to the visitors					
4	Roads to the site are uncomfortable for visitors					
5	Tour and travel companies did not include the sites to their packages					
6	There is no Museum that can exhibit the historical books and others in the site					

12. In your opinion how do you rate the current level of the sites protection and management while your visitation? Please use the following scale.

Scale: - 1,Very poor 2, Poor 3, Medium 4, Good 5, Very good

13. In your opinion how do you agree on the following mechanisms to solve the challenges of tourism development in the out-skirt sites of Axum? Please rate by using the following scale.

Scale: - 1, Strongly Disagree 2, Disagree 3, Neutral 4, Agree 5, Strongly Agree

No	**Mechanisms to solve the challenges of the site development**	**Scale**				
		1	**2**	**3**	**4**	**5**
1	Extensive advertising and promotion.					
2	Stakeholders coordination for the development of the sites					
3	Research and study on the sites					
4	Local community involvement					
5	Comprehensive training of site managers, keepers, travel agents, guides as to help them give excellent services.					
6	Government should fund for the infrastructural development of each sites					

14. In general, what is your overall satisfaction level in your stay in the sites?
    A. Very dissatisfied
    B. Dissatisfied
    C. Neither
    D. Satisfied
    E. Very satisfied
15. Do you the plan to come back again and visit Aksum?
    A. YES B. MAY BE C. NO
16. Do you recommend Aksum and its surrounding tourist sites to visit for others?
    A. YES B. MAYBE C. NO

Once again thank you for your coordination."

Appendix 2 Questionnaire for Tourist Guides

Addis Ababa University

College of Development Studies

Center for Environment and Development Studies

Tourism Development and Management Program

Questionnaire for Tourist Guides

Dear Respondent,

This survey questionnaire is prepared by a graduate student at Addis Ababa University specializing in Tourism Development and Management. The main objective of this questionnaire is to collect data and information that enables me to conduct a research entitled by ***"Challenges of Tourism development in the outskirt of Aksum town".*** The research is being conducted in partial fulfillment of the requirements for the award of MA in Tourism Development and Management. It would be great if you kindly complete the questionnaire provided to you. Therefore, all information supplied would be treated confidentially.

Thank you in advance for your heartfelt cooperation.

General instruction:

- ❖ No need to write your name.
- ❖ Circle for your responses in the options provided.

Part I: - Respondent's personal data

1. Sex A. Male B. Female
2. Age A. Below 20 B. 21-29
   C. 30-39 D.40-49
   E. 50 years and above
3. Educational Background: - A. Secondary education B. Certificate C. Diploma
   D. Bachelor's Degree E. Masters and above
4. For how many years have you been working as a guide in Aksum town?
   A. Less than a year C. 4-6 years E. Greater than 10 years
   B. 1-3years D.7-10 years

Part II: - Questions related to the challenges of Tourism Development and Tourist facilities in the study areas.

17. Averagely how many Tourists you serve per Month?
    A. 10 tourists B. 20 tourists C. 30 tourists D.40 and above
18. Which type of tourist you mostly serve?
    A. Foreign tourists
    B. Domestic tourists

19. In the table below presented how often do you take tourists to visit the sites? Please rate the frequency of tourists' visit to the specific areas by using the following rating scale:

Scale: 1) Never 2) Rarely3) Sometimes 4) Most often5) Always

No	Tourist sites	Scale				
		1	2	3	4	5
1	Mount Gobo'Dura					
2	Mai-Kerah (Saint Yared's Tree)					
3	Monastery of Abune Libanos					
4	Monastery of Abune Penteleon					
5	Monastery of Abune Liqanos					
6	Monastery Mahibere Doge					
7	Bête Giorgis					

20. What problems did you observe in your visitation in out skirt the sites of Aksum town? Tick X on the points that you think and believe by using the following scale.

Scale: - 1. Strongly Disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly Agree

No	Challenges of tourism development in the outskirt sites of Aksum	Scale				
		1	**2**	**3**	**4**	**5**
1	No structured and timed transportation service to the sites					
2	Absence of well-organized information about the sites					
3	Tourist guides has very low motivation to inform about the sites to the visitors					
4	Roads to the site are uncomfortable for visitors					
5	Tour and travel companies did not include the sites to their packages					
6	There is no Museum that can exhibit the historical books and others in the site					

21. In your opinion who are the major responsible bodies to mitigate the problems of tourism activities in the sites? Please rank them by using 1st, 2nd, 3rd and 4th

No	Responsible body	Ranking order
1	Aksum Cluster Tourism Office (ACTO)	
2	Aksum Guides Association (AGA)	
3	The site managers	
4	Tigrai Tourism and Culture Bureau (TTCB)	

22. In your opinion how do you rate the current level of the sites protection and management while your visitation? Please use the following scale.

    Scale: - 1, Very poor 2, Poor 3, Medium 4, Good 5, Very good

23. In your opinion how do you agree on the following mechanisms to solve the challenges of tourism development in the out-skirt sites of Axum? Please rate by using the following scale.

    Scale: - 1, Strongly Disagree 2, Disagree 3, Neutral 4, Agree 5, Strongly Agree

No	Mechanisms to solve the challenges of the site development	Scale				
		1	2	3	4	5
1	Extensive advertising and promotion.					
2	Stakeholders coordination for the development of the sites					
3	Research and study on the sites					
4	Local community involvement					
5	Comprehensive training of site managers, keepers, travel agents, guides as to help them give excellent services.					
6	Government should fund for the infrastructural development of each sites					

"Once again thank you for your coordination."

Appendix 3 Questionnaire for Domestic Tourists



<u>አዲስ አበባ ዩኒቨርሲት</u>

<u>የድህረ ምረቃ ትምህርት ቤት</u>

<u>የሐገር ልማትና ጥናት ኮሌጅ</u>

<u>የቱሪዝም ልማት እና አስተዳደር ትምህርት ክፍል</u>

<u>በሀገር ዉስጥ ጎብኚዎች የሚሞላ ጥናታዊ መጠይቅ</u>

<u>የጥናቱ ዐቢይ አላማ፡-</u>

የዚህ ጥናታዊ መጠይቅ መሰረታዊ ዓላማ በአዲስ አበባ ዩኒቨርስቲ የቱሪዝም ትምህርት ክፍል ለ2ተኛ ድግሪ ማሟያ የመመረቂያ ፁሑፍ ***<u>"በአክሱም ከተማ አቅራቢያ ያሉ ታሪካዊ ፤ ሐይማኖታዊ እና አርኪዎሎጂካዊ ቅርሶች የቱሪስት መዳረሻዎች ላይ የሚታዩ ችግሮችንና በጎብኚዎች ያለመጎብኘታቸው ችግር እንዲሁም መፍትሄዎቻቸውን"</u>*** በሚለው ርዕስ ዙሪያ ለማጥናት አላማው ያደረገ መጠየቅ ነው፡፡ ስለሆነም መልካም ፍቃዶት ሆኖ መጠይቁን በሀቀኝነት እንዲሞሉልኝ በትህትና እየጠየኩኝ ለትብብራችሁ ምስጋናዬ እጅግ ላቅ ያለ ነው፡፡

<u>ስለ ምስጢራዊነቱ፡-</u> እርስዎ የሚሰጡት መልስ ለጥናቱ ዓላማ ብቻ እንደሚውልና የእርስዎ ማንነት የማይገለጽ (ሥም የማልጠቅስ) መሆኑን ለማረጋገጥ እወዳለሁ፡፡

ለትብብራችሁ ልባዊ ምስጋናዬን አቀርባለሁ

<u>አጠቃላይ መመሪያ፡-</u>

ይህ መጠይቅ ሁለት ክፍሎች አሉት፡፡ የመጀመሪያው ጎብኝዎች ስለራሳቸው የሚሞሉት ግላዊ መረጃ ነው፡፡ ሁለተኛው ከላይ ከተጠቀሰው ዐቢይ ዓላማ አንጻር ለቀረቡት ጥያቄዎች ጎብኝዎች ስለጎበኙት የቱሪስት መዳረሻዎች የሚሞሉት ነው፡፡ እባክዎትን መጠይቆቹን በጥሞና አንብበዉ በሀቀኝነት ተገቢዉን መልስ ይስጡ (መልስዎን ያክብቡ)፡፡

<u>ክፍል አንድ፡-ግላዊ መረጃ</u>

1. ፆታ፡ (ሀ) ወንድ (ለ) ሴት
2. እድሜ፡ (ሀ)18-30 (ለ)31-40
   (ሐ) 41-50 (መ) ከ51 ዓመት በላይ
3. የትምህርት ደረጃ፡ (ሀ) ከ10ኛ ክፍል በታች (ለ) 10ኛ ክፍልን ያጠናቀቀ(ች)
   (ሐ) ዲፕሎማ (መ) መጀመሪያ ዲግሪ ያለው
   (ሠ) የሁለተኛ ዲግሪና ከዚያ በላይ
4. የትዳር ሁኔታ፡ (ሀ) ያገባ(ች) (ለ) ያላገባ(ች) (ሐ) አግብቶ(ታ) የፈታ(ች)
5. የስራ ሁኔታ፡ (ሀ) የመንግስት ተቋም ሰራተኛ (ለ) የግል ሰራተኛ
   (ሐ) የግብረ ሠናይ ተቋም ሰራተኛ (መ) ጡረተኛ
6. የመኖሪያ ቦታ (ሥፍራ)፡_____

<u>ክፍል ሁለት፡- ጥናቱን የተመለከቱ ጥያቄዎች</u>

1. የጉዞዎ ዋነኛ ዓላማ ምንድነው?
   (ሀ) የከተማዋን የቱሪስት ማዳረሻዎች ለመጎብኘት
   (ለ)ለትምህርትና ስልጠና
   (ሐ) ለጥናትና ምርምር
   (መ)ቤተሰቦቼንና ጓደኞቼን ለመጎብኘት
   (ሠ)ለሐይማኖታዊ ጉዳይ
2. ወደ አክሱም ከተማ በምን መጡ?
   (ሀ) በጉዞ አስጎብኝ ድርጅት (ለ)በግሌ መኪና ተከራይቼ
   (ሐ) በህዝብ ትራንስፖርት (መ) በአውሮፕላን በረራ
3. ወደ አክሱም ከተማ ከማን ጋር መጡ?
   (ሀ) ብቻዬን (ለ) ከጓደኞቼ ጋር
   (ሐ) ከቤተሰቦቼ ጋር (መ) ከሌላ ተጓዦች ጋር
4. ወደ አክሱም ከተማ ሲመጡ ለስንተኛ ጊዜ ነው?
   (ሀ) ለመጀመሪያ ጊዜ (ሐ)ለሶስተኛ ጊዜ
   (ለ) ለሁለተኛ ጊዜ (መ) ለአራተኛ ጊዜ
   (ሠ) ለአምስተኛ ጊዜ እና ከዛ በላይ

5. አክሱምን ለማየት ሲመጡ በዋናነት ለመጎብኘት ያሰቡት የትኛውን ነው? (ከአንድ በላይ መልስ ይቻላል)

   (ሀ) ሀይማኖታዊ ቦታዎችን ለመጎብኘት

   (ለ) ታሪካዊና ባህላዊ ቦታዎችን ለመጎብኘት

   (ሐ) አርኪኦሎጂካዊ ቦታዎችን ለመጎብኘት

   (መ) ተፈጥሯዊ ቦታዎችን ለመጎብኘት

6. በአጠቃላይ ስለ አክሱም የቱሪስት መዳረሻዎች ከምን/ከየት አገኙት

   (ሀ) ከቴሌቭዥን (ለ) ከህትመቶች ውጤቶች (ሐ) ከቤተሰቦቼና ከጓደኞቼ

   (መ) ከቱሪስት መረጃ ማዕከላት (ሠ) ከኢንተርኔት

7. በአክሱም ከተማ ምን ያህል ቀናት ቆዩ/ለመቆዬት አቅደዋል?

   (ሀ) አንድ ቀንና ከአንድ ቀን በታች (ለ) ከአንድ እስከ ሶስት ቀናት

   (ሐ) ከአራት እስከ ስድስት ቀናት (መ) ሰባት ቀንና ከዛ በላይ

8. በአክሱም ጉብኝትዎ ወቅት የግል አስጎብኝ ተጠቅመዋል?

   (ሀ) ተጠቅሚያለሁ (ለ) አልተጠቀምኩም

9. ከዚህ በታች ከተዘረዘሩት የቱሪስት መዳረሻ ቦታዎች መረጃ አለዎት? እባክዎ መረጃ ባለዎት የቱሪስት መዳረሻ ጎን አለኝ ወይም የለኝም በሚለው ስር የ(X) ምልክት ያኑሩ

ተራ ቁጥር	**የቱሪስት መዳረሻ ቦታዎች**	**አለኝ**	**የለኝም**
ነ	ጎቦ-ዱራ ተራራ		
2	ማይኬራሕ (የቅዱስ ያሬድ ዛፍ)		
3	የአባ ሊባኖስ ገዳም		
4	የአባ ጴንጤሊዮን ገዳም		
5	የአባ ሊቃኖስ ገዳም		
6	ማሕበረ-ዶጌ		
7	ቤተ-ጊዮርጊስ		

10. በሚከተለው ሠንጠረዥ ውስጥ ከተዘረዘሩት የቱሪስት መዳረሻ ቦታዎች መካከል የጎበኟቸውንና ያልጎበኟቸውን የቱሪስት ቦታዎች በተቀመጠው ባዶ ቦታ ላይ የ(X) ምልክት ያኑሩ

ተራ ቁጥር	**የቱሪስት መዳረሻ ቦታዎች**	**ጎብኝቻለሁ**	**አልጎበኘሁም**
ነ	ጎቦ-ዱራ ተራራ		
2	ማይኬራሕ (የቅዱስ ያሬድ ዛፍ)		
3	የአባ ሊባኖስ ገዳም		
4	የአባ ጴንጤሊዮን ገዳም		
5	የአባ ሊቃኖስ ገዳም		
6	ማሕበረ-ዶጌ		
7	ቤተ-ጊዮርጊስ		

11. በጥያቄ ቁጥር 10 ከተዘረዘሩት የቱሪስት መዳረሻ ቦታዎች ውስጥ ቢያንስ አንዱን ከጎበኙና በጉብኝትዎ ወቅት የተመለከቱት ወይም ያጋጠምዎ ችግር ከዚህ በታች ከተዘረዘሩት አማራጮች ይምረጡ የመገምገሚያ ነጥቦች፡-

1 በጣም አልስማማም 2 አልስማማም 3 መካከለኛ 4 እስማማለሁ 5 በጣም እስማማለሁ

ተራ ቁጥር	**በአክሱም ከተማ አቅራቢያ ያሉ የመስህብ ቦታዎች ላይ የሚያጋጥሙ ተግዳሮቶች**	**የመገምገሚያ ነጥብ**				
		1	2	3	4	5
1	የተዋቀረ እና ሰዓቱን የጠበቀ የጉዞ መርሀ ግብር አለመኖር					
2	የተደራጀ መረጃ ስለቦታዎቹ በበቂ ሁናቴ አለመኖር					
3	የከተማዋ አስጎብኝ ግለሰቦች ስለቦታዎቹ ለጎብኝዎችጥቆማ ለመስጠት ፍላጎት ማጣት					
4	ወደ ቱሪስት ቦታዎቹ የሚወስዱት መንገዶች ምቹ አለመሆን					
5	አስጎብኝ ድርጅቶች እነዚህን የቱሪስት መስህቦች በቱሪስቶች የጉዞ መርሐ ግብር (ltinerary package) አለማካተታቸው					
6	መዳረሻ ቦታው ላይ ያሉትን ሐይማኖታዊ፤ ታሪካዊ እና የመሳሰሉትን ሀብቶች ማሳያ ሙዚየም አለመኖር					

12. በእርስዎ አተያይ የቦታዎቹ የቅርስ እንክብካቤና አስተዳደር እንዴት ይገመግሙታል

የመገምገሚያ ነጥቦች 1. **በጣም ደካማ 2. ደካማ 3. መካከለኛ 4. ጥሩ 5. በጣም ጥሩ**

13. እነዚህን የቱሪስት መዳረሻ ቦታዎች ያሉባቸው ተግዳሮቶችን ለመፍታት ከዚህ በታች ከተዘረዘሩት አማራጮች የትኞቹን ይላሉ? የመገምገሚያ ነጥቦች

1 በጣም አልስማማም 2 አልስማማም 3 መካከለኛ 4 እስማማለሁ 5 በጣም እስማማለሁ

ተራ ቁጥር	**በአክሱም ከተማ አቅራቢያ ያሉ የመስህብ ቦታዎች ላይ የሚያጋጥሙ ተግዳሮቶችችን ለመፍታት ቀረቡ አማራጮች**	**የመገምገሚያ ነጥቦች**				
		1	2	3	4	5
1	ስለ ቦታዎቹ በተለያዩ የማስተዋወቂያ መንገዶች በመጠቀም ማስተዋወቅ					
2	ከባለ ድርሻ አካላት ጋር ቅንጅታዊ ተግባቦ በመፍጠር መዳረሻዎቹን ማልማት					
3	ስለቦታዎቹ የተለያዩ ጥናትና ምርምሮችን ማካሄድ ማስፈፀም					
4	የአካባቢውን ማህበረሰብ በልማቱ ውስጥ ማካተት					
5	የተለያዩ ሥልጠናዎችን ለቅርስ አስተዳደሮች ለጠባቂዎች ለአስጎብኝዎች መስጠት					
6	መንግስት መሰረተ ልማቶችን በማከናወን ተደራሽነታቸውን ማብዛት					

14. በጠቅላላ በአክሱም ቆይታዎት የእርካታ መጠንዎ የትኛው ነው?

(ሀ) በጣም አልረካሁም (ለ) አልረካሁም

(ሐ) መካከለኛ (መ) እረክቻለሁ

(ሠ) በጣም እረክቻለሁ

15. በቀጣይ ወደ አክሱም ከተማ ድጋሚ ለመጎብኘት ዕቅድ አለዎት?

(ሀ) አዎ አለኝ (ለ) ምናልባት (ሐ) የለኝም

16. ስለቱሪስት መዳረሻ ቦታዎቹ ሌሎች ሰዎች እንዲጎበኟቸው ጥቆማ ይሰጣሉ?

(ሀ) አዎ እጠቁማለሁ (ለ) ምናልባት (ሐ) አልጠቁምም

ስላደረጉልኝ መልካም ትብብር ሁሉ ልባዊ ምስጋና አቀርባለሁ!!

Appendix 4 Interview for Religious Fathers (Site managers)



<u>አዲስ አበባ ዩኒቨርሲት</u>

<u>የድህረ ምረቃ ትምህርት ቤት</u>

<u>የሐገር ልማትና ጥናት ኮሌጅ</u>

<u>የቱሪዝም ልማት እና አስተዳደር ትምህርት ክፍል</u>

<u>በሀገር ዉስጥ ጎብኚዎች የሚሞላ ጥናታዊ መጠይቅ</u>

<u>የጥናቱ ዐቢይ አላማ፡-</u>

የዚህ ጥናታዊ ቃለመጠይቅ መሰረታዊ ዓላማ በአዲስ አበባ ዩኒቨርስቲ የቱሪዝም ትምህርት ክፍል ለ2ተኛ ድግሪ ማሟያ የመመረቂያ ፁሑፍ ***"በአክሱም ከተማ አቅራቢያ ያሉ ታሪካዊ ፤ ሐይማኖታዊ እና አርኪዎሎጂካዊ ቅርሶች የቱሪስት መዳረሻዎች ላይ የሚታዩ ችግሮችንና በጎብኚዎች ያለመጎብኘታቸው ችግር እንዲሁም መፍትሄዎቻቸውን"*** በሚለው ርዕስ ዙሪያ ለማጥናት አላማው ያደረገ መጠየቅ ነው፡፡ ስለሆነም መልካም ፍቃዶት ሆኖ ቃለመጠይቁን ለመስጠት ፈቃደና ስለሆኑ እጅግ ላቅ ያለ ነው፡፡

<u>ስለ ምስጢራዊነቱ፡-</u> እርስዎ የሚሰጡት መልስ ለጥናቱ ዓላማ ብቻ እንደሚውልና የእርስዎ ማንነት የማይገለጽ (ሥም የማልጠቅስ) መሆኑን ለማረጋገጥ እወዳለሁ፡፡

ለፈቃደኛነትዎት ከልብ አመሰግናለሁ፡፡

ጥናቱን የተመለከቱ መጠይቆች

1. ቤተክርስቲያኑ/ገዳሙ መቼ ተመሰረተ?
2. ቤተክርስቲያኑ/ገዳሙ በውስጡ የያዛቸው ታሪካዊና ሀይማኖታዊ ቅርሶች ምን ምን ናቸው?
3. በቤተክርስቲያኑ/ገዳሙ ውስጥ ያሉትን ቅርሶችና የተለያዩ ቁሳቁሶችን ለጎብኝዎች የምታሳዩበት ሙዚየም አለው በምንስ መንገድ ነው ከጉዳት የምትጠብቋቸው?
4. ወደዚህ ታሪካዊና ሀይማኖታዊ ስፍራ ጎብኝዎች በቀን፤ በሳምንት ወይም በወር እስከ ስንት ቁጥር ያላቸው ጎብኝዎች ይመጣሉ?
5. የቱሪዝም እንደስትሪው ለገዳሙ እየሰጠው ያለው ጥቅም ይግለፁልኝ?
6. ከትግራይ ባህልና ቱሪዝም ይሁን ከከተማው የቱሪዝም ቢሮ ገዳሙን/ቤተክርስቲያኑን በምን ዓይነት ድጋፍ ይሰጣችኃል?
7. ጎብኝዎች ወደዚህ ሐይማኖታዊ ቦታ መምጣታቸው ለቤተክርስቲያኑ /ገዳሙ ይሁን ለአካባቢው ነዋሪዎች በምን መንገድ ይጠቅማል ብለው ያስባሉ?
8. ጎብኝዎች ወደዚህ ታሪካዊና ሀይማኖታዊ ስፍራ እንዳይመጡ እንደ ምክንያት የሚጠቅሷቸዉ ነገሮችን ያብራሩልኝ?
9. ይህንን ታሪካዊና ሀይማኖታዊ ስፍራ ለጎብኝዎች ለማስተዋወቅ ቤተክርስቲያኑ/ ገዳሙ ምን እየተሰራ ነው?
10. የቤተክርስቲያኑን /ገዳሙን ለማስተዋወቅ የምትጠቀሟቸው ካሉ ይጥቀሱልኝ
11. ይህንን ታሪካዊና ሀይማኖታዊ ስፍራን የቱሪስት ፍሰት ለመጨመር ምን ቢደረግ ጥሩ ነው ብለው ያስባሉ?

ለሰጡኝ መጠይቅ ከልብ አመሰግናለሁ፡፡

Appendix 5 Interview Questions for Aksum Culture and Tourism Office (ACTO) Officer

Addis Ababa University

College of Development Studies

Center for Environment and Development Studies

Tourism Development and Management Program

Interview questions for Aksum Cluster Tourism Office

Dear interviewee,

This interview guide is prepared by a graduate student at Addis Ababa University specializing in Tourism Development and Management. The main objective of this questionnaire is to collect data and information that enables me to conduct a research entitled by ***"Challenges of Tourism development in the outskirt of Aksum town".*** The research is being conducted in partial fulfillment of the requirements for the award of MA in Tourism Development and Management. It would be great if you kindly complete the questionnaire provided to you. Therefore, all information supplied would be treated with confidentially.

Thank you in advance for your heartfelt cooperation.

General interview questions forward to the Aksum Culture and Tourism Bureau Officer

1. Could you please tell me briefly about yourself (e.g. education, work experience, your position in the office)?
2. I think you keep records on the number of tourists flows to Aksum and the income earned. Could you please provide me some information for over the last five years in this regard? How does your office record the statistics of the tourist flow and the revenue you get?
3. What is the average length of stay of tourists?
4. In your opinion, is Aksum town gaining enough benefit from tourism industry? If yes, how. Conversely, if not what are the reasons?
5. What types of promotional means does your office use to promote the tourist sites?
6. What do you think the reason why the following sites, namely Mount Gobo'Dura, Mai-kerah (Saint Yared's tree), Monastery of Abune Libanos, Monastery of Abune Liqanos, Monastery of Abune Pentaleon, Monastery of Mahibere Dego, and lastly Bête Giorgis tourist sites are not being visited?
7. What have been done by your office to promote tourism activities in Aksum town in general and in the sites that are far from the heart of Aksum town?
8. Who are the major stakeholders to solve the development problems in related to the outskirt sites of Aksum sites?
9. What is the plan of your office to develop tourism in the nearby sites of Aksum town?

Appendix 8 Aksum town Five years tourist flow report

Aksum town Tourist flow and their receipt

Year	International tourists' arrival	Income from international tourists	Domestic tourists' arrival	Income from domestic tourists
2006	21137	749043	22175	95171
2007	20793	831720	37003	148012
2008	19318	750451	46588	94554
2009	12751	561331	40031	111458
2010	18739	1566309	41816	274641

Source, ACTO 2018