

**ADDIS ABABA UNIVERSITY**



**Opportunities and Challenges of Sustainable Pro-Poor Tourism Development in Awi Zone: A Case Study of Lake Zengena and Its Surrounding.**

**By Melaku Asmare**

**A Thesis Submitted to college of Environment and Development, Department of tourism development & management for Presented in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Tourism Development and Management**

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Arts in Tourism Development and Management**

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## **Statement of Declaration**

I, Melaku Asmare Alem, hereby declare that this thesis entitled “**Opportunities and Challenges of Sustainable Pro-Poor Tourism Development in Awi zone: a case study of *Lake Zengena and Its Surrounding***”, submitted by me for the award of the degree of Master of Tourism Development and Management, Addis Ababa University at Addis Ababa, Ethiopia, is my original work and it has never been presented in any university. All sources and materials used for this thesis have been duly acknowledged.

Name: Melaku Asmare Alem Signature: \_\_\_\_\_

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## DEDICATION

With deepest enormous destiny and gratification, I dedicate this MA thesis to my late Mother (*W/ro Firnus Mesfin Adal*). I remain in debt for the selfless sacrifice that she provided from the beginning to until her death (end of this long journey of academic endeavor) with in this movement, I always pray please God bless her soul in heaven. Finally thank you for her encouraging words and endless support throughout the study provided me with the strength I needed to complete this thesis.



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## **ACRONYMS**

ADB	Asian Development Bank
BWCTO	Banja Woreda Culture and Tourism Office
CBT	Community Based Tourism
ESCAP	Economic and Social Commission for Asia and the Pacific
ETP	Ethiopian Tourism Paradigm
IIED	International institute for Environment and Development
LDC	Least Developed Countries
MDGS	Millennium Development Goals
ODI	Overseas Development Institute
PASDEP	Plan for Accelerated and Sustained Development to End Poverty
PPT	Pro -Poor Tourism
SME	Small and Micro Enterprises
SNNPR	Southern Nations, Nationalities and the People's Region
SNV	Netherlands Development Organization
SPPTD	Sustainable Pro Poor Tourism Development
STEP	Sustainable Tourism Eliminating Poverty
UNWTO	United Nations World Tourism organization

## ABSTRACT

*The need to develop a sustainable tourism is a primary concern because of the growing impact and complexity of the tourism sector across the global community. The pro-poor tourism concept in this study is aimed at helping the tourism sector in generating net benefits to the poor. The research entitled the opportunities and challenges for sustainable pro-poor tourism development in Awi zone: A Case Zengena and its surrounding aims to assess the benefits and opportunities for sustainable pro-poor tourism development, the challenges that hinder the development of sustainable pro-poor tourism and the involvement and awareness level of tourism stakeholders. A descriptive cross-sectional study design with qualitative and quantitative research methods was used. Samples for interviewer administered questionnaire were taken from the local communities and tourists using simple random sampling. A purposive sampling technique was used to required samples for in-depth interview from the tourism experts, local tour guides, monastery administrator, hotel managers and lodge managers. Data was collected using both primary and secondary data sources. Quantitative data was analyzed using SPSS version 20 and qualitative data through text narration. Totally 118 study participants were included in the study, 109 for the quantitative and 9 for the qualitative study. The tourism experts and other study participants reported that Zengena & its surrounding have many unexploited tourism business potentials that improve the sustainability of pro-poor tourism development. There was a good initiation to engage in small & micro enterprises related to tourism business. The most mentioned business opportunities reported were opportunities of being a tour guide, souvenir shopping, agricultural product marketing and other employment opportunities. On the other hand, Lack of local community participation towards sustainable tourism development was the most mentioned challenge. Generally Zengena and its surrounding have multiple unexplored tourism potentials with numerous business opportunities. However, various challenges were mentioned by the study participants that needs an immediate attention from all the concerned stakeholders*

**Key words:** *Sustainable, Pro-poor, Tourism Development, Lake Zengena, Ethiopia.*



## **CHAPTER ONE**

### **1. INTRODUCTION**

#### **1.1. BACKGROUND OF THE STUDY**

The evolution of concepts around the use of tourism as a tool for development have, to a large extent mirrored the broader development debate. Tourism has been adopted as means of economic development by many Least Developed Countries “ (LDC) largely due to the economic role of tourism (WTO, 1998 )

The concept of sustainable tourism “Tourism development which meets the needs of present Tourists and host regions while protecting and enhancing opportunities for the future” (WTO, 1998)was developed in response to the acknowledgement that concentration on economic gain was having adverse effects on the environment and culture in destinations. recent emphasis has moved towards local economic gains through tourism development which has proved successful due largely to the “comparative advantages of tourism as a development strategy for developing countries” particularly as it relies heavily on the assets of culture and local environments which are held by the poor and the tourist “travels to the point of production” offering extra sales opportunities, and in so doing bears the cost of transport. The term pro-poor tourism was first used in work for the United Kingdom's Department for international development; exploring how tourism could contribute to poverty reduction. It was presented to the United Nations in 1999. Pro-poor tourism aimed to put "poverty at the heart of the tourism agenda" and the Pro-Poor Tourism Partnership was formed in 1999 to pursue this goal (Roe AC, 2001). Many publicans in Eastern and Southern Africa have declared their policy to harness tourism for poverty reduction. The question for most governments though, is what they should do in practice to boost the benefits to the poor. The language varies: harnessing tourism for poverty reduction, implementing pro poor tourism, or boosting the impacts of tourism on the local economy. But whatever it is called, the principle is to adapt how tourism is done to generate more benefits for the local economy and poor people. Pro poor tourism is about how the business of tourism is done. The impacts of tourism on the poor depend very much on the behavior of private companies and individual tourists. Yet these are strongly influenced by Government, through its policies, regulations, public investment, expectations, and actions, not only in tourism but in

other sectors too (Ashley C. , 2006),Tourism in Ethiopia takes place in protected areas, ecotourism sites, community managed areas, resorts and urban areas .There are already small scale benefits to the community in general and the poor in particular with considerable difference between the regions and the destinations. The beneficiaries include the service providers among the community such as local tour guides, horse or mule providers, boat service providers, porters, accommodation and hotels owners and shop owners. More or less it is unanimously agreed that the major proportion of the benefits go to the tour operators that are mainly based in the capital city. Next to the tour operators, the local tour guides benefit significantly at local levels. The elites or influential people are also among the most benefited. The degree of benefit accruing to the local economy is unknown but appears low. Mechanisms for benefiting the community or the poor are not well established. Initiatives are at an infant stage and their coverage restricted. Nevertheless, the commitment of the stakeholders such as the government, the private sector, the donors and the community is considerable and promising (Ashley C. &., 2007).

Amhara region is blessed more with abundance and diversified natural environment and cultural attractions. It has more of the tourist attraction locations within its boundary. The growth of pro-poor tourism is at its infant stage with the presence of local tour guide associations and handicraft associations having members from the poor in Bahirdar and Gondar cities (SNV-Ethiopia, 2009). *Zengena* and its surroundings are known by its historical, cultural, natural and religious resources and spectacular habitats that attract tourist and researchers. It is the most rewarding sites for birdwatchers and nature tourism. Thus, as those attractions are the assets of the local communities, pro poor tourism development approach is preferable to give attention for the poor section of the residents.

## 1.2. STATEMENT OF THE PROBLEM

It is known that poverty is many-sided and extends beyond the most widely used income or consumption based definition of poverty. Generally, uniqueness of the poor besides their income/consumption level includes: low capital development and limited employment opportunities, social exclusion and marginalization, and powerlessness. The poor suffer high levels of vulnerability to market changes or idiosyncratic shocks (e.g. illness, death of a family member) stemming from their low levels of savings and capital (World Bank, 2006)

Ethiopia is gifted with various wealth with a great potential for attracting both domestic and foreign visitors (Asres, 2015). However, the abundant resources are not yet fully utilized and the tourism industry is still at its infancy.

In this respect, despite Awi zone is amongst the richest tourist attraction areas, these resources are not yet well exploited by tourists and a variety of stakeholders. This probably is because of poor research investigation and recommendations about those hidden resources for utilization by the stakeholders and the community in general. This research is therefore conducted to respond for this need. A very few researches have been conducted in *lake Zengena* (Tamir, 2015) and (Beza, 2017). Those researchers addressed the issue of community based eco-tourism and did not deal the issue of pro poor tourism. Therefore, the current study is aimed at filling this gap and thus was going to assess the opportunities and challenges of sustainable pro-poor tourism in *Lake Zengena* and its surroundings.

In poor countries, tourism can have a particular effect on the poor themselves, causing displacement, increased local costs, loss of access to resources and social and cultural disruption (Gerosa, 2003). On the other hand, It is believed that pro-poor tourism generates net benefits for the poor. In line to this understanding, the 2003 economic commission for Africa mentioned tourism as one of the potential means for eradicating poverty by developing appropriate strategies in co-operation with all major groups, indigenous and local communities. However, the social, environmental and cultural costs and benefits need to be taken into account or balanced. Whilst it was also need to be sustainable preserving local culture, minimizing environmental impacts & the study was going to incorporate all those agendas.

When we come to the specific nature of the *Zengena* & surrounding community, most of them are living with poverty (below one dollar daily income) and the youth are exposed to habitual harmful practices like prostitution, chewing chat, drinking local alcoholic drinks and the like. On the other hand, the area is in good accessibility to the main asphalted road, the location of the pathway to the historic route and to the Ethiopian Great Renaissance Dam and the proximity to different destinations were the major opportunities.

Thus, the researcher is motivated to conduct a study to assess all visible and non-visible opportunities and challenges for sustainable pro-poor tourism development in *Zengena* and its surrounding so as to enable tourism to be used as a means of poverty reduction through increasing economic benefits, increase non-financial livelihood benefits and increase participation and partnership.

### **1.3. RESEARCH QUESTION**

The main research problems of this study that should be addressed was be as follows.

- What are the challenges? Un addressed challenges were prevalent in the area that was affect for the establishment of sustainable pro -poor tourism in *Lake Zengena* and its surrounding?
- What are the opportunities? The possible opportunities for the development of sustainable pro-poor tourism are not also investigated in *Lake Zengena* and its surrounding?
- What is the level of awareness of the stakeholders? The level of awareness, knowledge and attitude of the stakeholders about sustainable pro- poor tourism development need also be investigated.

## **1.4. STUDY OBJECTIVES**

### **1.5. GENERAL OBJECTIVE**

The general objective of the study was to assess the opportunities and challenges for sustainable pro-poor tourism development in Awi zone, the case of *Lake Zengena* and its surrounding.

### **1.6. SPECIFIC OBJECTIVES**

- To assess the opportunities for sustainable pro-poor tourism development in Lake Zengena and its surroundings.
- To identify the challenges for sustainable pro-poor tourism development in Lake Zengena and its surroundings.
- To investigate the awareness levels of stakeholders towards sustainable pro-poor tourism development in Lake Zengena and its surroundings.

### **1.7. SIGNIFICANCE OF THE STUDY**

This study was having the following relevance to the local decision makers and the scientific community. Firstly, the study was providing the clear pictures for possible business opportunities for sustainable pro-poor tourism development in the area. Secondly, it was help to recognize the challenges for sustainable pro-poor tourism development by identifying gaps which need to be intervened by the concerned body. Thirdly, the study also helps the government, non-government organizations, and the public, academia and policy makers to design more effective tourism policies and plans so as to realize the full social and economic potential of the tourism industry. Finally, it can also be used as an insight for future researchers in the area.

## **1.8. SCOPE AND LIMITATION OF THE STUDY**

This study conducted in tourist destination of *Lake Zengena* and its surrounding. It focuses on those stakeholders who are directly or indirectly engaged in sustainable pro-poor tourism activities of *Lake Zengena* and its surrounding in order to assess the opportunities and challenges in the area. Though pro -poor tourism has broad concepts, it was used as generation of net benefit for the poor. Therefore, this study was going to address representative samples of all the stakeholders. However, being an observational study, there was the possibility of introducing bias. Data collection challenges attributable to the local context were also there. In addition because of the time and budget constraint the sample size and the resources to be investigated was limited. Therefore, all this was affect the Overall of the study result for other tourist areas.

## **CHAPTER TWO**

### **2. LITERATURE REVIEW**

#### **2.1 PRO-POOR TOURISM AND SUSTAINABILITY**

The World Tourism Organization definition of tourism is journey that involves a stay of at least one night but less than a year away from home. It therefore includes travel for business as well as for holidays/leisure (including visiting friends and relatives) and domestic tourism as well as international tourism. The World Tourism Organization defined sustainable tourism as early as 1988 as “leading to the management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems”. However, to date, much of this debate has focused around environmental sustainability or enhancing community involvement in tourism. While many initiatives incorporate pro-poor elements, this approach to “sustainable tourism” fails to take into account the links between poverty, environment and development. In a world of growing inequality, there can be no doubt that attacking poverty is a critical component of sustainable development. Significantly though, the 1999 meeting of the UN Commission on Sustainable Development urged governments to: take advantage of the possible of tourism for eradicating poverty by developing appropriate strategies in co-operation with all major groups, indigenous and host communities.

Pro-poor tourism generates net benefits for the poor. It can be defined as forms of tourism where the benefits to the poor are greater than costs which tourism brings them. Economic costs and benefits are clearly important, but social, environmental and cultural costs and benefits, also need to be taken into account. Pro-poor tourism aims to expand opportunities for those living on less than 1US\$ per day. Whilst it was also need to be sustainable preserving local culture, minimizing environmental impacts, was driven by the poverty agenda.

It attempts to do this; putting poor people and poverty at the center of the sustainability argue Pro-poor tourism is not a specific product or sector of tourism, but an approach to the industry. Strategies for making tourism pro-poor focus specifically on unlocking opportunities for the poor within tourism, rather than expanding the overall size of the sector. Three core activities are needed: increasing access of the poor to economic benefits (by expanding business and employment opportunities for the poor, providing training so they are in a position to take up

these opportunities and spreading income beyond individual earners to the wider community); addressing the negative social and environmental impacts often associated with tourism (such as lost access to land, coastal areas and other resources and social disruption or exploitation); and policy/process reform (by creating a policy and planning framework that removes some of the barriers to the poor, by promoting participation of the poor in planning and decision-making processes surrounding tourism, and by encouraging partnerships between the private sector and poor people in developing new tourism products (Jamieson W. H., 2004).

At the Millennium confers in 2000, the United Nations declared the eradication of tremendous poverty by 2015 as one of its Millennium Development Goals. A commonly used quantitative criterion for poverty is the guideline of per capita assets of US\$1 per day, set by the World Bank. This monetary threshold, however, is only one aspect of the World Bank's holistic view on poverty as defined by factors such as consumption levels, social factors, exposure to risks and socio-political stability, in addition to material wealth. In this inclusive vein, the Asian Development Bank (Asian Development Bank, 1999) defines poverty as “deprivation of essential assets and opportunities to which every human is entitled”, and measures poverty in terms of lack of access to basic levels of nutrition, clean water, sanitation, education and health care, as well as employment and monetary income. Lack of access to these essential elements is indicative of intangible deprivations such as powerlessness and marginalization (Asian Development Bank, 1999).

Since the 1990s, tourism as an instrument to reduce poverty has been an important research topic, particularly in developing countries. Agriculture and mining have suffered adverse shocks in the past, due to environmental degradation and fragile ecosystems, lack of access to agricultural markets and deteriorating terms of trade of African agricultural exports and thus tourism appears to be relatively less vulnerable than other sectors. This explains African countries' pursuance of the pro-poor agenda of tourism development" (Gerosa, 2003).

In Africa tourism has been excluded in poverty reduction policies and only a few countries have Tourism Master Plans and therefore potentialities of tourism for wealth creation and redistribution in poor areas have not been fully exploited.

### **2.1.1 THE CURRENT TOURISM SITUATION OF ETHIOPIA**

Ethiopia provides variety products ranging from landscape scenery, wildlife, culture, history, and archeology. The attractions are widely distributed throughout the country. Ethiopia's many national parks enable the visitor to enjoy the country's scenery and its wildlife, conserved in natural habitats, and offer opportunities for travel adventure unparalleled in Africa .The origin of international tourists includes Africa, Europe, America, Middle East and Asia. The contribution of Africa is Considerable due to the presence of the African Union Head Quarters in Addis Ababa, the capital city of Ethiopia. Moreover, many global organizations have their offices in Addis Ababa (Mann, 2006). The tourism sector is growing fast and stands as the third foreign exchange earner, following coffee and oilseeds. Many factors are contributing to such positive achievement:

- Ethiopian Air Lines provides international flights and connections to most parts of the world. Ethiopia is reasonably well connected by international flights and Ethiopian Air Lines has one of the best reputations amongst African national airlines according to the data of World Tourism Organization, 2004.
- International organizations have their offices in Addis Ababa. Strong effort is underway to improve Ethiopia's image.
- The government is committed to use tourism in the fight against poverty.
- The involvement of the private sector, community and donor agencies is growing significantly.
- Ethiopia is still an untouched country and many tourists recommend visits to Ethiopia.

The Ministry of Culture and Tourism of the Federal Democratic Republic of Ethiopia has policy on tourism. Tourism development is now included in the National economic development policy framework known as Participatory Accelerated Sustainable Development for Eradicating Poverty (PASDEP). The inclusion of tourism in PASDEP signifies its importance in the economic development of the country. During PASDEP, Ethiopia was undertaking a series of Sustainable Tourism – Eliminating Poverty (STEP) pilot projects.

The policy has emphasized the need for benefit sharing and strong community participation without necessarily reflecting on specific strategies of PPT. The regional states in Ethiopia also have the mandate to develop tourism policy and strategy. Accordingly, the Southern Nation, Nationalities and Peoples’ Regional State (SNNPR) have an endorsed tourism policy and strategies. The policy has identified the roles for different stakeholders in which the community

is included. Nevertheless, this policy also doesn't look into the PPT strategies (SNV-Ethiopia, 2009).

Currently the Ethiopian Government's vision for tourism is that it maximizes Poverty-reducing impacts. One of the main challenges for tourism to position itself as a key economic sector in developing countries is that market forces cannot equitably distribute benefits and costs (Butler, 1993) and there is a necessity for government policies and donor-financed tourism development programs that attempt to redistribute some of the excesses of a market and private sector-led tourism industry. The goals being to ensure a larger share of the profits from tourism are left behind in host communities and countries, and, that governments see benefits in the form of tax revenue from an expanded tourism economy, whether from general consumption and corporation taxes associated with tourism, or from taxes specifically targeted at tourists and the tourism sector. It is also recognized that a primary path out of poverty is through employment, and that the private sector is the main source of job creation. The links between economic growth-fueled and sustained by private sector growth and poverty reduction are strong and direct. A recent IMF study of a panel of 46 countries (29 in SSA) covering the 1972- 1997 period found that a 10% increase in per capita GDP leads to 1% increase in life expectancy, 3% decline in infant mortality rates, and 4% increase in the rate of gross primary school enrollment. Targeting tourism as a driver of per capita GDP growth is a legitimate strategy for many countries in Africa.

### **2.1.2 STAKEHOLDER'S KNOWLEDGE AND PARTICIPATION IN SUSTAINABLE PRO-POOR TOURISM DEVELOPMENT**

Empowering the local community to run their own tourism businesses is the primary task for sustainable pro poor tourism development. The development of local capacity through the raising of awareness, the running of tourism education and training programs, and the provision of business advisory support, can help build the confidence, knowledge and ability of the local community to control and manage their own development (Ashley C. G., 2001) . Thus, the skill and knowledge of stakeholders about the impact of tourism is very important for their active participation in the industry.

Participation of all stakeholders is very essential or getting benefits from this industry and to reduce poverty through tourism development in a sustainable manner and it's also required for its sustainability. For example, those involved in planning making-government or non-government policy makers, planners, private sectors like businesses, consultants should incorporate pro-poor strategy all levels. Those who involved planning poverty reduction or concern about rural development should explore and exploit the comparative potential of the tourism sector as well Ashley et.al (2001).

Pro-poor tourism can make new business opportunities for business sector, if it gives consumers more choices. On other hand, the sustainable tourism agenda should be harnessed for poverty reduction. This requires a shift in focus from environment to poverty Ashley et.al (2001). Jameson, Goodwin and Edmunds (2004) argue that there is now sample evidence to understand the role that key stakeholders tourism can play in increasing in the quality of life of individuals and communities. Not only should the government be involved other stakeholders role also must be involved in the intervention process.

The poor very often the poor, who are the recipients of tourism policies an plans, are exclude from the process (Jamieson W. &, 2002) .it is essential that the poor be seen as key stakeholders that must be involved in all phases of policy planning as well as implementation. The poor have so many roles as individual workers or entrepreneurs, and as members of the communities that also operate enterprises of partnerships, manage benefits and participate in planning .Effective engagement of the poor can be enhanced through some measures that according to Ashley et al(2001) increase understanding of the tourism industry ;develop skills for small business and tourism employment; explore options for developing cultural products, supplying inputs and

reaching markets ;strengthen community organizations particularly in transparent management of collective assets and benefits ,and engagement with private operators and government.

The private sector: the private sector has a complex set of relationships involving international companies, national enterprises and a myriad of local tourism businesses. The involvement the private sector is important in terms of bringing investment to the community and ensuring high-quality tourism management .It is obvious that each tourism enterprise brings with it a set of guiding principles and business practices that in some cases may be highly supportive of tourism as a tool for poverty reduction while others may not see this as part of their business agenda(United Nations ,Economic and Social Commission for Asia Pacific ) .the private sector can involve the poor in tourism by hiring them as porters, cooks, guides, etc. and by maximizing the use of local suppliers and products .the accommodation sector which employs the largest number of people in tourism can play an important role in involving the poor.

If commercial obstacles exist, explain them ;provide technical advice to local tourism enterprises ,market them, take tourists ,and provide feedback ;establish a business partnership with residents: e.g. equity share ,concession arrangement; share or develop infrastructure (road, water),key equipment (telephone ,radio) or services (health care);respect and promote local guidelines and norms; help boost understanding of the tourism industry –among the poor and others ,including government and NGOs; collect community levies/donations from tourists. Explain why pro poor communities matter, and what tourists can do; explain to customers and suppliers (e.g. international operators and tourists) why pro-poor commitments matter and what more they can do according Ashely et al,( 2001).

Various level of government: while poverty can be seen to be manifested as a local and individual problem it is clear that national government policies have significant role to play in poverty reduction but often in implementation of national policies, regulations, and coordination. The role of national governments is to focus on the following Policy direction of the poverty reduction and tourism relationship, assistance to the poor when making decisions about tourism, the use of planning controls and investment incentives to encourage the private sector to design and implement pro poor tourism development projects, establishing appropriate legal framework that allows the employment of the poor (Jamieson W. H., 2004)

International Aid Agencies and Organizations: It must be remembered that the focus of the development aid should not be solely to build hotels and airports but rather to support the process of development of the country by supporting capacity building, infrastructure development and in small and medium sized tourism business including tourism on the assistance agenda Providing technical assistance programs in a range of areas with a pro poor tourism focus according to Jamieson (2004).

The tourist: there are a growing number of tourists who seek to improve the conditions of the destinations they visit .The tourist must be provided with opportunities to directly participate in the poverty reduction process and must be made aware of the opportunities that exist for increasing the wellbeing of the residents of the area. It is important that tourists are aware of the direct impact of their spending especially in the opportunities for the charitable giving (Jamieson, 2004).

Ashley, Roe and Goodwin (2001) argue that four key issues for any stakeholder to consider from the start; these are as follows:(1)access by the poor to the market: physical location, economic elites, social constraints on poor producers,(2)Commercial viability product quality and price marketing strength often broader destination,(3) Policy framework, land tenure, regulatory context, planning process, government attitude and capacity & (4)Implementation the challenges in the local context; filling the skill gap, managing costs and expectations, maximizing collaboration across stakeholders.

### **2.1.3 OPPORTUNITIES FOR SUSTAINABLE PRO-POOR TOURISM DEVELOPMENT**

The tourism sector is in actuality composed of many industries that extent many economic sectors, such that its contributions to an economy are broad-based and diverse.

This indicates that the potential ways in which the poor could benefit from tourism are diverse and distributed (Sofiled, 2004). Deals with the issue of linkages specifically in the accommodation sector, and proposes a conceptual framework for understanding opportunities for preventing leakages of benefits away from the poor community.

In recent time regional development strategy has now focused on tourism in the dynamics of development strategy. Many developing Countries have realized tourism resources in their

country as endowment with potential of rapid socioeconomic development, capable of generating foreign exchange, reducing unemployment, improving the standard of living of the people (Ajala, 2008). Tourism is a “propulsive industry” as described by the proponents of “Growth pole theory”- which is characterized by a large size, a high innovative ability and relatively rapid growth. Tourism is capable of transmitting growth and change and at the same time. It attracts forces needed to sustain further growth and change with large matrix of multiplier effects. It is an international commodity, thus it has a global market from where it draws its patronage and there is no age barrier for its customers (Darwent.D.F., 1975).

There are several reasons that make tourism an especially suitable economic development sector for LDCs: Tourism is consumed at the point of production; the tourist has to go to the destination and spend his/her money there, opening an opportunity for local businesses of all sorts, and allowing local communities to benefit through the informal economy, by selling goods and services directly to visitors; Most LDCs have a comparative advantage in tourism over developed countries (Bolwell, 2008). They have assets of enormous value to the tourism industry - culture, art, music, natural landscapes, wildlife and climate, including World Heritage Sites. Visits by tourists to such sites can generate employment and income for communities as well as helping in the conservation of cultural and natural assets; Tourism is a more diverse industry than many others (Bolwell, 2008).

According to Bolwell, &Weinz,( 2008) tourism is labor intensive, which is particularly important in tackling poverty, It also provides a wide range of different employment opportunities especially for women and young people - from the highly skilled to the unskilled – and generally it requires relatively little training, It creates opportunities for many small and micro entrepreneurs, either in the formal or informal economy; it is an industry in which start-up costs and barriers to entry are generally low or can easily be lowered; it provides not only material benefits for the poor but also cultural pride, It creates greater awareness of the natural environment, its economic value, a sense of ownership and reduced vulnerability through diversification of income sources; The infrastructure required by tourism, such as transport and communications, water supply and sanitation, public security, and health services, can also benefit poor communities.

#### **2.1.4 CHALLENGES FOR SUSTAINABLE PRO-POOR TOURISM DEVELOPMENT**

It is a fact that tourism as a leisure and economic activity is concentrated in developed economies. In fact, some developing countries such as China, Russia, Mexico, Poland, Hungary, and Malaysia increased their market shares and competitiveness significantly during the last decade (Hall, 2007) (However, the overall performance of the economy as well as the tourism industry are not satisfactory in Least Developed Countries (LDCs) though there is a growing tendency of increased international tourist arrivals . It is true that a country which performs well economically also performs well in the tourism sector and vice versa. However, it is to be noted that there are significant differences in attracting tourists and being successful among the developing countries. The reasons are mostly linked to “physical characteristics and climate, government commitment to tourism security. According to Ashley (2002), the poor cannot participate in the tourism sector since the following factors:

Lack of human capital of the poor, lack of financial capital of the poor, lack of social capital organizational strength, Gender norms and constraints, incompatibility with existing livelihood strategies, location, lack of land ownership, lack of product, Planning process favors others, lack of planning gain., regulations and red tape, inadequate access to the tourism market, low capacity to meet tourist expectations, lack of linkages between formal and informal sectors/ local suppliers, tourism market (segment) in appropriate, lack of pro-active government support for involvement by the poor. The main Challenge is to enhance the many positive impacts it can have and reduce the costs it can place on the poor.

## 2.2 CONCEPTUAL FRAMEWORK OF THE STUDY

The conceptual framework formulates to represent interrelation of four concepts: tourist attraction, stakeholder understanding, stakeholders participation and the poor benefit with the formulation of sustainable pro-poor tourism development. In order to show relationship between variables (dependent and independent), conceptual framework were used by the researcher. Tourists' attractions are the main tourism products that basically motivate visitors to come in destination sites for the development of sustainable pro-poor tourism. These may be natural, cultural and mixed attractions which can be controlled and monitored by human beings. In addition, to guarantee sustainable pro-poor tourism development in destination sites, all tourism stakeholders should have appropriate knowledge, skill and attitude about the impact of tourism, the principles and concepts of sustainable pro-poor tourism development (**Figure 1**).

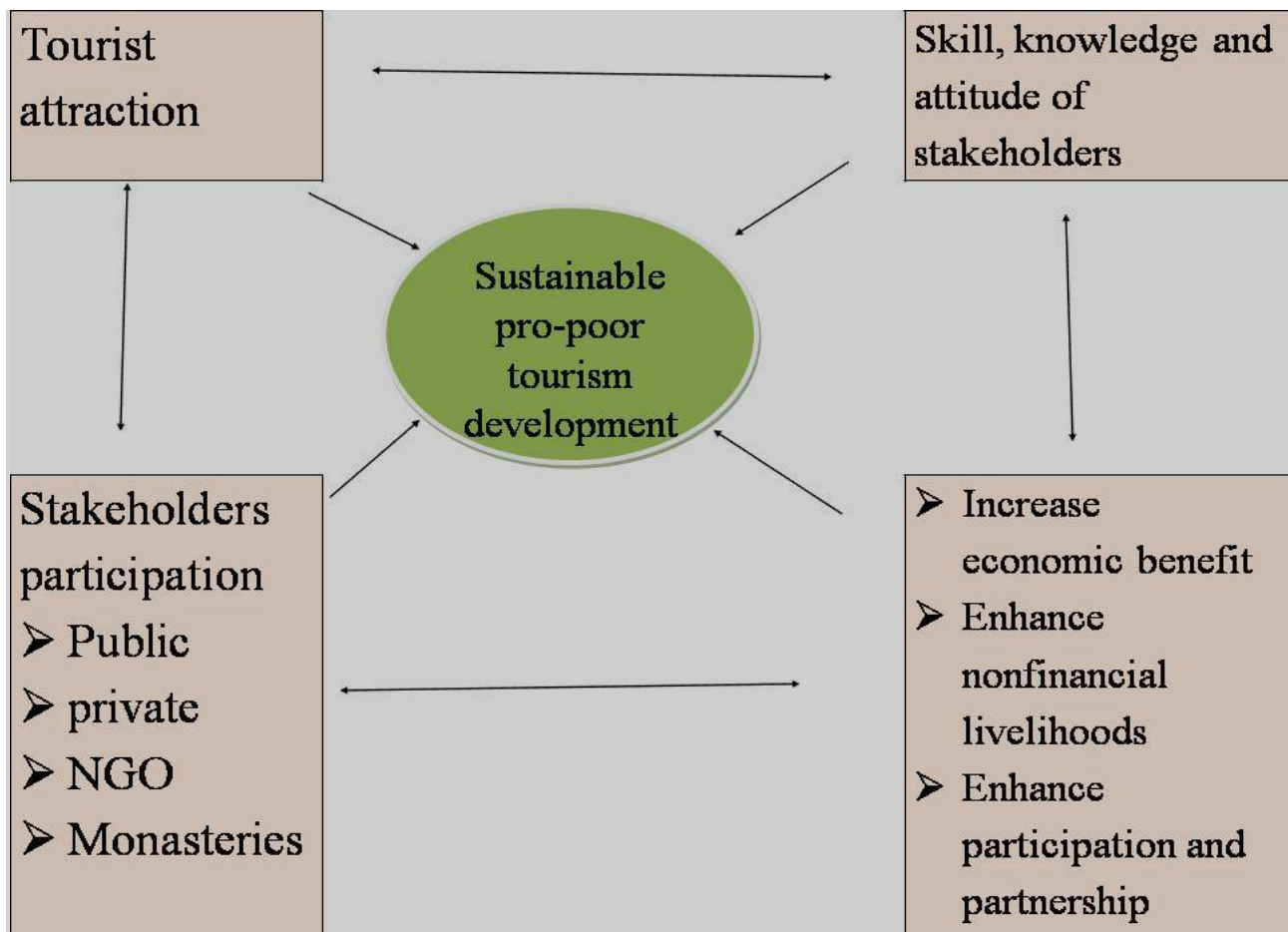


Figure 1: Conceptual Framework

# CHAPTER THREE

## 3 RESEARCH METHODOLOGY

### 3.1 DESCRIPTION OF THE STUDY AREA

#### 3.1.1 LOCATION

Awi Nationality Administrative Zone is one of the ten(10) Zones in the Amhara Region of Ethiopia. Agaw is named for the Awi sub-group of the Agaw people, majority of who live in this Zone. Topographically, Agaw (Awi) is relatively flat and fertile, whose elevations vary from 1,800 to 3,100 m above sea level, with an average altitude of about 2,300 m. Lake Zengena is to be found in Banja Woreda between coordinates 10°54'50"N 36°58'00"E and it is 5km away from Injibara town along the main Addis Ababa to Bahir Dar road. Lake Zengena is an attractive lake situated in Kessa- Chewsa Kebele in the southern direction near the main highway between the towns of Injibara and Kessa. It is only 100m from the Addis Ababa to Bahir Dar road at an elevation of 2523masl based on the report from (Banja woreda Stastical Agency, 2013) .

*As oral traditions reveal, the place where Lake Zengena now located once in the ancient time (during Noah period), was a village but the people who lived this village that time were sinners who didn't respect God's commandments. The water fled over the surface and created the lake due to their wrong doing. On the other hand scientifically the lake has been created due to volcanic eruption (BWCTO, 2013).*

The lake is almost a full circle without any indentation, and it is 0.5 square kilo meters wide and 150 -169 meters depth. It is surrounded by both indigenous and non-indigenous plants and trees which are evergreen. The lake is a draw for tourists, largely Western birders and Ethiopians picnickers. This is reflected in the souvenir stand at the foot of the trail leading to the lake.

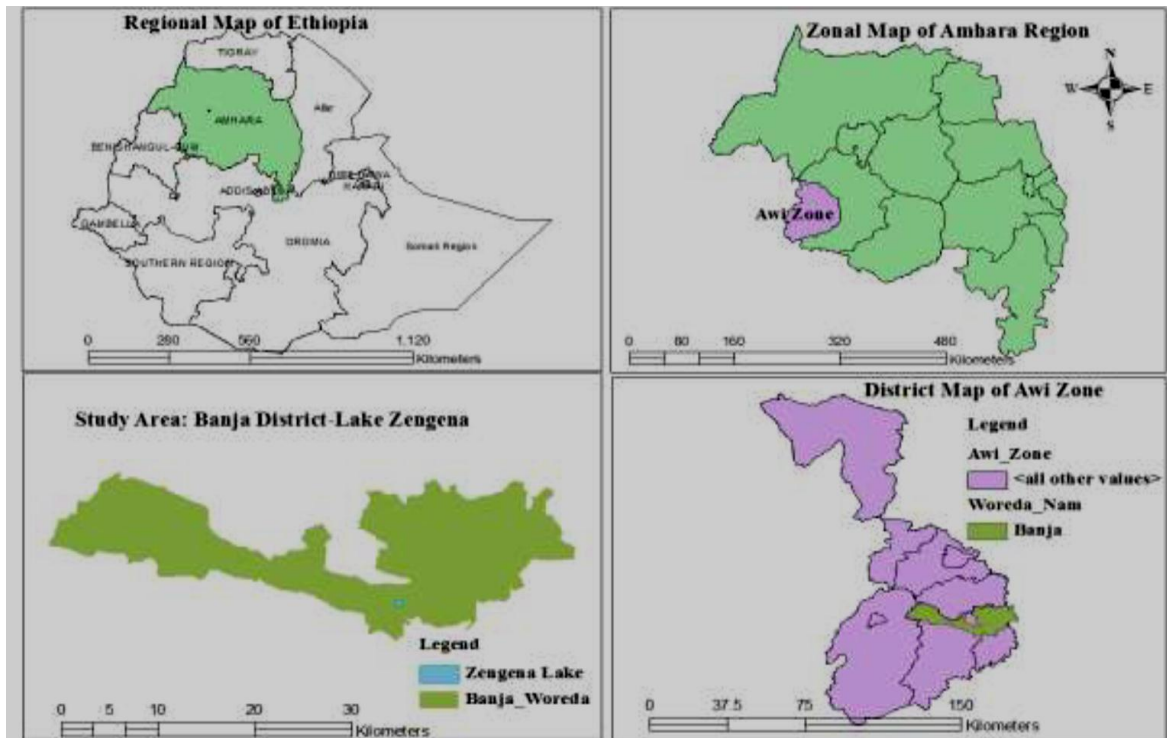


Figure 2: map of Banja woreda. (sources banja woreda culture & tourism office,2013)

### 3.1.2 TOURISM POTENTIALS OF LAKE ZENGENA AND ITS SURROUNDING

The researcher sought to analyze and describe the tourism resource potentials of *Lake Zengena* and its environs mainly in two dimensions: namely the natural and cultural resources with which the area is endowed. Following is a description of the tourism potential aspects that the lake and its surroundings possess. The study area is endowed with both rich natural and cultural resources. All the respondents replied that the lake has tremendous potential that might be used for a variety of tourism activities. Those resources that the lake is endowed are found surrounding the lake which are worth a visit for every visitor, and have been witnessed by all of the expert's sampled. They also replied that the resources are mainly natural which takes the lion's share (68.8%) and the rest of the resources are of a cultural orientation (31.2%). According to the data sources of (BWCTO, 2013).

### 3.1.2.1 NATURAL RESOURCES

The natural resources of *Lake Zenegna* and its environs include the following: *Lake Zengena* which is considered to be the main resource of the area, with a large variety of wildlife which includes avian species, reptiles, fish species such as the resilient Tilapia and a host of mammals. The bird species include inter alia, *Alopochenae gyptiaca* (Dakiye), *Aquila rapax* (Chilifit), Wattled Ibis (Bale-Enitiltit Gagano). The mammals include the Abyssinian Colombus monkey (Gureza), Spotted Hyena (Jib), the Anubis baboon (Monkey/zinjero), Common bushbuck (Dikula), and other mammals which can all be found in close proximity to *Lake Zengena*.



*Figure 3: lake zengena (source: author's own, survey February 2019)*

The other natural resources include nearby mountain's such as Darkan Mountain, in a North Westerly direction which is still untouched by any tourism activity, but with a potentially good view point of the surrounding area. There are also the Gubil mountains', in a South Westerly direction of *Lake Zengena* and they are covered by very dense forests comprising mainly highland evergreen trees. The birds and mammals found around *Lake Zengena* can also be found in the mountainous areas. Bamboo Plantations or 'Kerkeha': are also natural plants near Lake Zengena. Generally speaking, in almost all directions there is an abundance of fresh air and environmental beauty. It is common particularly in the parts of Awi Nationality Administration including Banja Woreda and in Kessa- Chewsä Kebele to see local bamboo products.

### 3.1.2.2 CULTURAL RESOURCES

The cultural tourism resources include the popular Monasteries of Felege Hiwot Kidus Gabriel and also Debre Mihret Kidus Michael, which are located as such having a direct connection to the lake in which the main church itself is found. This is approximately 30-40 meter from the lake's basement. The second monastery is located on the direct opposite of the entrance point to *Lake Zengena* to the west direction. The monasteries have a close connection with religious practices of the lake such as the Coptic Church Timket/Epiphany festival, and monthly celebrations of St. Gabriel. The lake is often used as a source of 'Holy water' for the day to day church services and all special celebrations.



*Figure .4: The faithful going to a festival at a monastery near Lake Zengena. (Source: Banja woreda culture & tourism, 2019).*

#### **Handicrafts and Other Cultural Assets**

The sale of local handicrafts could have a big potential to help develop community business Enterprises and thus promoting sustainable pro-poor tourism development in *Lake Zengena* and its environs. The most common handicrafts in the surrounding include those prepared from bamboo trees, horse tails (*Chira*)souvenirs and weaved goods (these are common in *Zengena*

Gubiti *gott* of the kessa-chewsa *kebele*). These items could all be manufactured as souvenirs and also used to develop culturally driven art galleries in the area.

**Lodges-** currently the new private lodges are starting to build even if, not completely providing the service to the tourists to some extent it provides coffee and other entertaining facilities ,in the futurity plan to provide better facilities like: comfortable bed rooms, bathing services ,swimming pool & other facilities to the user.



We had been told that the local specialty in Injibara (2550m) is *gusguso*, an Agaw version of shero with cheese in it, but most of the people working in the restaurants were not Agaw and had never heard of it. Even in the rare cases that someone seemed to recognize the name, we couldn't find anyone who was serving it. The absence of cheese seems to be a major stumbling block. [A subsequent Internet search for *gusguso*, and shero with cheese, produced no hits.]

Figure 5 : Traditional lodge catering services(source: authors own)



Coffee and tea are more readily available the *telai*. Even in the smallest village there is often an element of art and elegance in the way the jebena is tipped and the presentation of coffee. The most common tea is flavored with cinnamon, but ginger tea is frequently available. The coffee and teas are drunk by the accommodating guests very sweet.

### 3.1.3 SOCIO-ECONOMIC CONDITIONS

Based on the evidence of the Ethiopian Central Statistics Agency (2007), the demographic figure has clearly indicated about the total population of the study area. In line with this, in Banja Woreda alone, the number was estimated at 111, 954 out of which 55, 995 are males and 56,359 are females. However, the number varies from the total 111,954 in to 112,354 since there were peoples who were moving in and out during actual counting (census) days. Furthermore, the number of households in the study area during census was 22,066 out of which 24.94% are female-headed. Each house hold is with an average family size of 6 persons. Banja Woreda has an average population density of 354 p/km<sup>2</sup> of land. The population number is increasing at an alarming rate and this has a negative effect on agricultural growth and resource management; leading to poverty. Besides, the cultivated land per house hold is estimated at about one hectare. According to the evidence from Banja Woreda Agricultural and Rural Development Office, Socioeconomically, the community is agrarian whose means of subsistence is basically agriculture and agriculture reacted activities and most crops are grown with rain fed farming system.



*Figure 6: Souvenir Item Source: Author's own*

Ye Sebat bet Agaw Yealem Feresegnoch Mariber is a typical culture of the Agaw society which stayed and passed their skills down from one generation to the next without any change in their original product designs. In addition, a wide range of handicrafts and other cultural assets are also major cultural tourism resources of the study area.



Figure 7: "Shimigilina" of the Feresegnoch mahiber in settling disputes (Source: Awi government Communication office 2019)



Figure 8: "Yesebat Bet Agaw Yealem Feresegnoch Mahiber "at annual festive (Source: Banja Woreda culture and tourism office of banja woreda, 2013)

### **3.2 RESEARCH DESIGN**

The research strategy chosen for this study is descriptive cross sectional study. This method is chosen because the study was conducted on the representative sample of the respondents for a certain cross-section/ period of time. In this study, this strategy helps to assess the opportunities for sustainable pro -poor tourism development and the challenges for development of tourism sector in *Lake Zengena* and its surrounding. Cross sectional study design was employed in the entire study. Both qualitative and quantitative research approach were used in the research in order to augment and enhance the study.

### **3.3 TYPES AND SOURCE OF DATA**

Primary and secondary source of data were used for the study. The primary sources were the local respondents, the tourists, the tour guides, the hotel managers, the monastery administrators, the zonal and woreda tourism office administrators and personal observations. In terms of secondary data, pertinent documents from archival research books, proclamations, regulations, journals, magazines, proceedings, pamphlets, manuals, bulletins, newspapers, reports, articles, internet materials and individual writing exercises related to the study were used.

### **3.4 SAMPLING DESIGN**

Many stakeholders are influencing or are affected by tourism industry in *Lake Zengena* and its surrounding. Governmental departments, hotels and lodges, local guides, churches, tourists and local communities were central in this research as stakeholders of the tourism industry in *Lake Zengena* and its surrounding. The first key informants of the study for expert interview were selected from individuals working in Banja Woreda Culture and Tourism, the church administrators, managers of hotels, lodges, and tour guides in and around tourist attractions of Banja. Both random (for residents) and purposive/convenience sampling (for others) were used to choose samples from the total population for the interview based on their expected knowledge and nearness to the research problem understudy. The sample of the study were determined using (Israel, 1992)sampling technique.  $n = \frac{N}{1 + N * e^2}$  Where  $n$ =sample size,  $N$ =total population,  $e$ =sampling error (5% acceptable)  $n = \frac{5783}{(1 + 5783 * 0.05^2)}$ ,  $n \approx 374$  (only in the town of Banja,

Injibara). Since 374 was not easy to manage, it was better to take the assumption of one person from each house hold. The average family member size of the town is 5, as a result, the sample size of the local communities for questionnaire is:  $374/5 \approx 75$  (Simple random sampling was employed to select the respondents). The sample governmental and non-governmental stakeholders who are near to tourist attraction site in Chewsa kebele were 9 (nine) (2 governmental tourism sector, 1 monastery administrator, 2 hotel managers, 1 lodge manger & 3 tour guide). As a result, the total sample size of the local communities for questionnaire survey is 84 (eighty four). The second key respondents of the questionnaire survey of the study are also tourists who visit the site. According to culture and tourism office of Banja Woreda, the average number of foreign & domestic tourists per month is 50 and 180 respectively. Since it was difficult to manage these samples, a daily average of  $1.67 \approx 2$  for foreign and 6 for domestic were taken. Since it is difficult to collect data the whole days of the month for financial reasons, at least a five-day data collection was performed. Therefore, ten of the foreign and thirty of the domestic samples were addressed based on this assumption. Based on the sampling technique and procedure, a total of 124 (75 local communities, 9 governmental & nongovernmental stakeholders, 40 tourists) of questionnaires were distributed to the respondents.

### **3.5 DATA ANALYSIS TECHNIQUES**

The quantitative data collected from primary and secondary sources were coded, entered and analyzed using SPSS version 20. Descriptive method of data analysis like frequencies, percentages was used and the result then tabulated or reported any other suitable reporting format like using figures. For the qualitative data, the response of the interviewees and personal observation were written in notebook during field work. Qualitative data from interviews and observations were analyzed using narrative description. Personal observation were done with the pre-stetted checklist points on the quality of services and products, the availability of diversified products and services, the opportunities and challenges in the destination, the daily activities of the local communities. Thus, the analysis of the qualitative data was described in detail according to the explanation of the key informants and observation of the researcher through text narration.

## CHAPTER FOUR

### 4 RESULTS AND DISCUSSION

#### 4.1 SOCIO-DEMOGRAPHIC CHARACTERISTICS OF THE STUDY PARTICIPANTS

Above 50 % of the local community were females, whereas above 73 % of the tourist were males. Majority of the study participants were in the age range of 18-28 (58.7% for local communities and 52.9% for tourists). Most of the local communities were residents of Injibra town (45.3%) followed by Chewsa (32%) and Banja (22.7%) respectively. On the other hand only 23.6 % of the tourists were foreign. Regarding the educational background, most of them had completed secondary or preparatory school (36%), followed by degree (24 %) and diploma (21.3%) respectively. Similarly the majority of the tourists were master's degree (38.2%) holders followed by first degree (29.4 %). Majority of the respondents were government employees (32%, n=24 for local residents and 61.7% for tourists). Most of the local communities were daily worker (28%) and office experts (26.7%) respectively (**Table 1**).

**Table 1.** Socio-demographic characteristics of the respondents in Zengena and its surroundings, February 5-10, 2019.

Variables		Local communities		Tourists	
		Frequency (N=75)	%	Frequency (N=34)	%
Sex	Male	37	49.3	25	73.5
	Female	38	50.7	9	26.5
Age	18-28	44	58.7	18	52.94
	29-39	19	25.3	12	35.30
	40-50	12	15	4	11.76
Educational Background	Illiterate	4	5.3	0	0.0
	primary School	5	6.7	2	5.91
	Secondary & preparatory School	27	36	3	8.8
	Diploma	16	21.3	6	17.6
	Degree	18	24.0	10	29.4

	MSc and above	5	6.7	13	38.2
Job	Government employee	24	32.0	21	61.7
	Farmer	14	18.7	1	3.00
	self employed	23	30.7	12	35.3
	day laborers	14	18.7	-	-
Position	Office expert	20	26.7	-	-
	team leader	4	5.3	-	-
	House Husband	13	17.3	-	-
	house wife	17	22.7	-	-
	daily worker	21	28.0	-	-
Address	Injibara	34	45.3	-	-
	Kessa/chewsa/	24	32.0	-	-
	Banja	17	22.7	-	-
Country Of Origin	Domestic	-	-	26	76.4
	Foreign	-	-	8	23.6

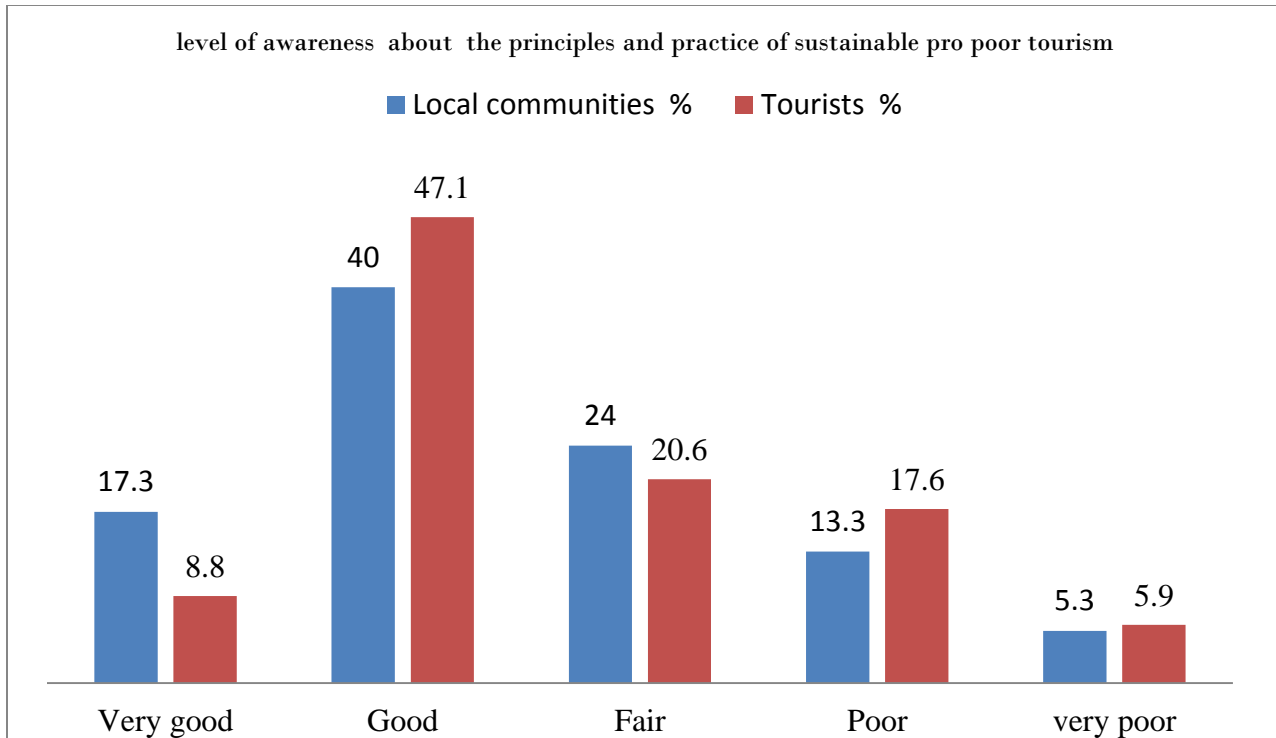
In addition a qualitative study focused at in-depth interview was performed on nine (9) study participants. Most of them were male respondents & their age ranges (29-39) years and also their educational level were diploma and degree holders (**Table 2**).

Table 2: Socio demographic characteristics of the qualitative study participants in Zengena and its surroundings, February 5-10, 2019.

<i>variables</i>	<i>Interviewees</i>				
	Tour guide	Culture and tourism expert	Lodge manager	Hotel manager	Church administrator
Frequency	3	2	1	2	1
Sex	One female & two male	One male & one female	Male	Male	Male
Age	29-39	29-39	40-50	29-39	Above 50
Educational background	one degree and two TVET diploma holders	Both degree	Diploma	Degree	-

#### **4.2 LEVEL OF AWARENESS OF RESPONDENTS TOWARDS SUSTAINABLE PRO POOR TOURISM DEVELOPMENT**

Majority of respondents (both local communities and tourists) reported as they do have good awareness towards the development of pro-poor tourism, (40%, for local community and similarly 47.1% for tourists) (**figure 9**). This value is congruent to the report of the interview where all the interviews reported as they are participating in the awareness creation practice. However, one of the tour guides mentioned the lack of awareness as one of the basic challenge for the development of sustainable pro-poor tourism. The tour guides intension is that the awareness is not to the extent that the pro-poor tourism development expectation level. In comparison Beza, who conducted a study on community based tourism development in Lake Zengena reported as the respondents underscored community engagement as essential component for community based tourism development. However, he also showed that the majority of them (66.7%) were not participating tourism related activities (Beza, 2017).



*Figure 9: Level of awareness about the principles and practice of sustainable pro poor tourism development in Zengena and its surroundings.*

### **4.3 STAKEHOLDER'S PARTICIPATION IN SUSTAINABLE PRO-POOR TOURISM DEVELOPMENT**

Forty percent (40%) of the respondents reported the efforts made by the concerned body, particularly the government. About 36 % of them mentioned as the trainings were given to the small enterprises by the concerned body, followed by 27% of the tour guides and 16.7% of the community (**Table 3**).

Table 3. The local community response on any Efforts made by Concerned Body Zengena and its surroundings, February 5-10, 2019.

<b>Is there any Effort made by Concerned Body?</b>	<b>Frequency(N=75)</b>	<b>%</b>
Yes	30	40.0
No	29	38.7
not sure	16	21.3
<b>If Yes What are Ways</b>	<b>Frequency (n=30)</b>	<b>%</b>
Seminars & workshop training to community	5	16.7
Awareness creation to community through media	3	10
Short & long training for tour guides	8	27
Training for small enterprise	11	36.3
Training to farmers through media & workshop	3	10

#### 4.4 TOURIST EXPERIENCE ON THE TOURISM BUSINESS AND SERVICE DELIVERED ON ZENGENA ITS SURROUNDINGS

The majority of tourists evaluated the hotel service as poor (41.17%) and very poor (29.40 %,) respectively (**Table 4**). Probably, the dissatisfactory experience of the tourists may match with the report of the hotel managers that they do not have and thus looking for trained experts in food and beverage preparation. However, the one lodge manager reported as he has trained employees by food & beverage preparation, customer handling, housekeeping & house hold services, horse riding and camera man for wedding & different photographing celebrities. Since the hotels we interviewed were international hotels believed to be high standard, the other multiple hotels are expected to have lower service than those hotels interviewed. Therefore, this justifies the poor hotel service reported by the tourists. Similarly majority evaluated the souvenir shop service as poor (14.17%) (**Table 4**). In a similar language all the tour guides agreed the absences of standard souvenir shops to the level of the tourist need.

The majority of tourists evaluated tour guides (35.5%), the transport access (29.40%) and agricultural supplier (35.30%) service as good (**Table 4**). All of the in-depth interviews mentioned the accessibility of agricultural supplies for their consumption. Even the lodge manager mentioned as his lodge started to purchase agricultural supplies directly from the farmers. Additionally tourists forwarded a response for hospitality of locals very good (32.4%) and good (29.4%) respectively (**Table 4**).

Table 4. Tourists' evaluation of the business and service delivery in Zengena and its surroundings, February 5-10, 2019.

Variables (N=34)	Very good (%)	Good (%)	Average (%)	Poor (%)	Very poor (%)
Hotels	2 (5.9)	5 (14.7)	3 (8.9)	14 (41.17)	10 (29.4)
Souvenir	2 (5.9)	6 (17.6)	3 (8.9)	14 (41.17)	8 (23.5)
Tour Guide	2 (5.9)	12 (35.5)	6 (17.6)	9 (26.5)	5 (14.7)
Transport access	4 (11.76)	10 (29.40)	8 (23.5)	7 (20.6)	4 (11.76)
Agricultural supplies	5 (15)	12 (35.30)	4 (12)	9 (26.7)	3 (9)
Hospitality of locals	11 (32.4)	10 (29.4)	7 (20.6)	4 (11.8)	2 (5.9)

#### 4.5 LENGTH OF STAY OF TOURISTS AND THE RESPONDENTS FEEDBACK ON THE RETENTION CHALLENGES

The majority (29 %) of the tourists spent less than one day in the locality. This can be explained by the point that the majority (76%) of the tourists were domestic tourists. furthermore 26.5% tourist spent 2 to 3 days and 26.5% spend more than 3 days long respectively. The majority of tourists (17.6%) mentioned good hospitality and provision of quality service as the most important reason for the retention of tourists, followed by safety & security (17.6%, diversified tourist attraction (14.7%) and promotion (2.9%) respectively. However, 29.4 % mentioned all of the factors combined as a best means of retaining tourists for a long period (**Table 5**).

**Table 5.** Tourist response on their length stay and retention mechanisms in Zengena and its surroundings, February 5-10, 2019.

Variables		Frequency (N=34)	%
Length of Stay	Less than a day	10	29.4
	One day	6	17.6
	Two to three days	9	26.5
	more than 3 days	9	26.5
Factors Elongating Length of Stay	good hospitality and provision of quality service	12	14.7
	keeping safety & security of tourist	6	17.6
	diversified tourist attraction	5	14.7
	marketing and promotion	1	2.9
	good hospitality and provision of quality service + keeping safety & security of tourist + diversified tourist attraction + promotion	10	29.4

As in the table below, 57.3% and 22.7% of the local communities responded to the length of stay as below fair and good respectively. For this they mentioned different reasons.

The locals report that tourists cannot stay longer since lack of infrastructure, lack of skilled profession in tourism, degradation of environmental tourist areas and tourists use their own packed food rather than using local products and services. viceversally, reasons for local communities respond good (22.7%,) and very good (9.3%,) due to the presence diversified tourist attraction, remarkable land feature, keeping safety & security of tourist are the major means of staying tourists for spent a long period of time in the area of visiting (**Table 6**).

**Table 6.** Local community response on the length of stay and reasons for poor release in Zengena and its surroundings, February 5-10, 2019.

<b>Length of Stay of Tourist</b>	<b>Frequency (N=75)</b>	<b>%</b>
Very good	7	9.3
Good	17	22.7
Fair	5	6.7
below fair	43	57.3
very poor	3	4
<b>Reasons for below fair and poor response</b>	<b>Frequency (n=47)</b>	<b>%</b>
Lack of skilled profession in tourism /hospitality sector	3	6.4
Degradation of environmental tourist areas	4	8.5
Lack of awareness / knowledge from concerned bodies	13	27.7
Shortage of infrastructural tourist facilities	20	42.6
Lack of promotion	3	6.4
Lack of customer handling	4	8.5

#### 4.6 ADVANTAGES AND OPPORTUNITIES OF THE TOURISM DEVELOPMENT

About 70 % of the local communities were aware of the advantage of the development of the tourism. They mentioned the opportunities of being a tour guide (11.3%), sales souvenir (18.9%), and agricultural product market (18.9%) and other employment opportunities (18.9%). In addition to the remaining respondents were combining beneficiary of all of the listed benefit getting from tourism (**Table 7**).

Table 7: Level of awareness about the principles and practice of sustainable pro poor tourism development in Zengena and its surroundings

<b>Is/are benefit from Tourism sector?</b>	Frequency(N=75)	%
Yes	53	70.7
No	20	26.7
not sure	2	2.7
<b>If Yes what benefit getting from tourism?</b>	<b>Frequency (n=53)</b>	<b>%</b>
tour guiding	6	11.3
sale of souvenirs'	10	18.9
employee of tourism business	10	18.9
sales of agricultural product	10	18.9
Sales of agriculture & souvenir	8	15.1
tour guiding and employment opportunity	6	11.3
Employment opportunity, sales of agriculture and souvenir	3	5.7

#### 4.7 TOURISM BUSINESS ON THE EYE OF THE LOCAL COMMUNITY

Most of the local community mentioned the area gives a greatest opportunity in terms of existence of unexploited culture and conducive environment with remarkable feature (29.3%) as an opportunity for pro-poor tourism followed by conducive environment with remarkable feature alone (24.0%) and proximity to great renaissance dam project (14.7%) respectively (**Figure 10**).

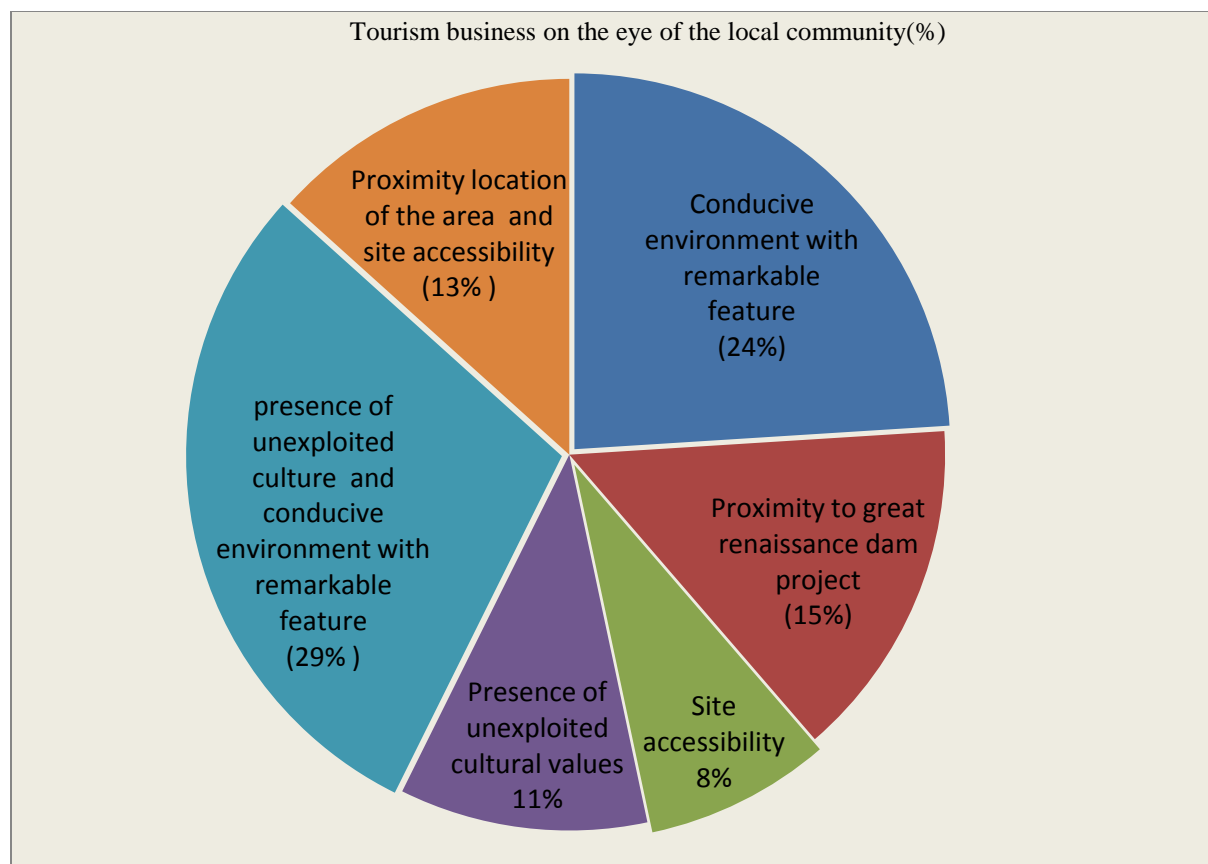


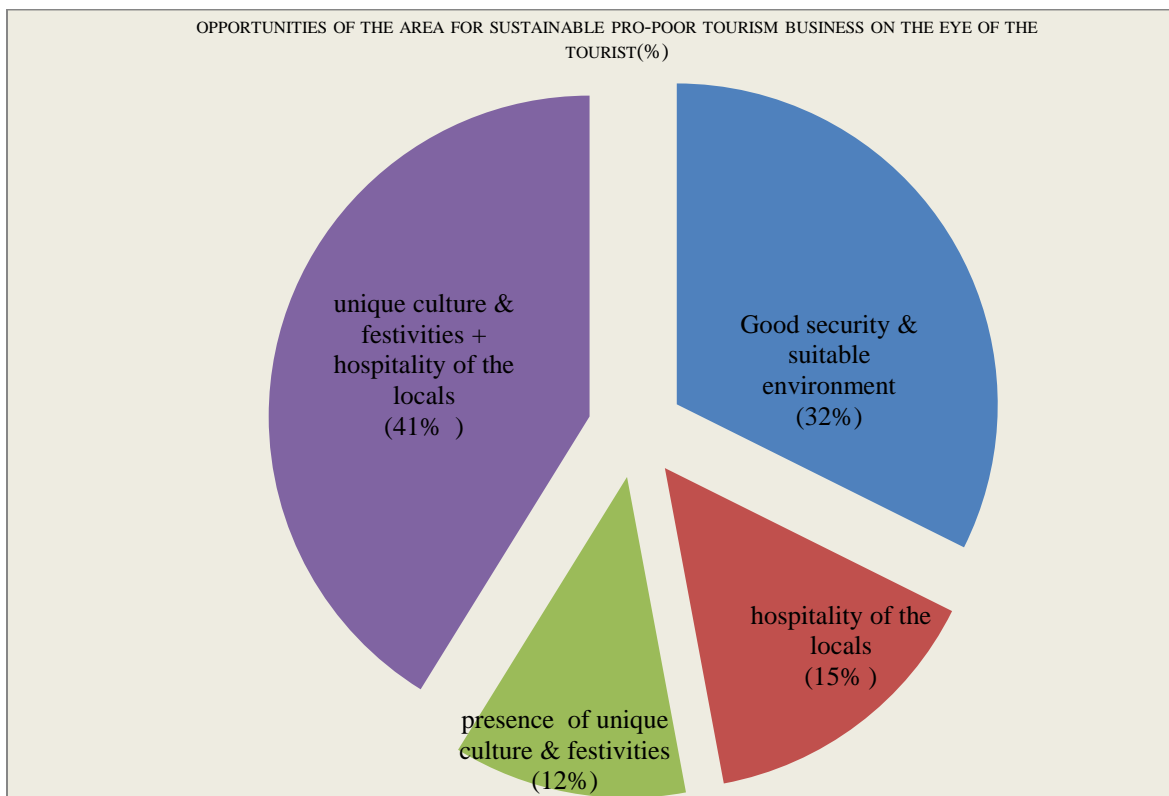
Figure 10: tourism business on the eye of the local community in Zengena and its surroundings

#### 4.8 OPPORTUNITIES OF THE AREA FOR SUSTAINABLE PRO-POOR TOURISM BUSINESS ON THE EYE OF THE TOURIST

Majority of the tourists (41.25%) mentioned as the presence of unique culture & festivities and hospitality of the local as a great opportunity for the tourism business development. In addition, the second majority (32.3%) of them mentioned the good local security & environment suitability as an opportunity. Similarly Beza also reported that abundance of diverse tourism resources, remarkable environment and good community attitude towards tourism as potential opportunities for community based eco-tourism (Beza, 2017). However, he further mentioned availability of credit institutions, previous experience obtained from tourism and good institutional arrangements as the potential opportunities. It has to be clear that the current study did not address these latter variables. Furthermore in contrary to the current study Beza mentioned the availability of an infrastructure as an opportunity (Beza, 2017). The difference in

the two findings was not clear to articulate. However, the difference in the respondents' point of view might be the potential source of the difference (**Figure 11**).

The Banja woreda tourism experts forwarded as the business opportunities and activities were less explored. Nevertheless, there was a good initiation to engage in small & micro enterprises related to tourism business. Thus, the experts mentioned the feasible small & micro enterprises business opportunities for the local communities like lodging, hotel services, café & juice services, souvenirs & agricultural/industrial/ product supply, tour & travel services, varies training and consultation services and others (beautifications, laundry services, garage, gomista services & gas oil stations). The local communities and the tour guides have also similar reflections.



*Figure 11: opportunities of the area for sustainable pro-poor tourism business on the eye of the tourist in Zengena and its surroundings*

#### 4.9 LOCAL COMMUNITY PARTICIPATING FOR PLANNING, DEVELOPMENT & MANAGEMENT OF TOURISM RESOURCES

Sixty eight percent of the local community reported as they were not an active participant of the planning, development & management of tourism resources in Zengena and its surroundings. For this they mentioned different reasons, lack of knowledge/awareness, lack of capital and trainings, lack of clear government policy and planning (**Table 8**). As mentioned in the current study somewhere, similar findings were reported from Beza's report (Beza, 2017)

Table 8: The local community participation on tourism sector of Zengena and its surroundings, February 5-10, 2019.

<b>Local community participation</b>	<b>Frequency(N=75)</b>	<b>%</b>
Yes	24	32.0
No	51	68.0
<b>If no what are the Reason/s?</b>	<b>Frequency (n=52)</b>	<b>%</b>
lack of knowledge/awareness	15	28.8
Lack of capital & training	11	21.2
Lack of government policy & planning	8	15.4
lack of knowledge/awareness, government policy, planning & problem of capital	18	34.6

#### 4.10 EXPECTED ROLES OF TOURISM STAKEHOLDERS

In the eye of the Banja woreda tourism office experts, the role of stake holders related to developing sustainable pro poor tourism is not much well develop in the area. Because, those stakeholders are not fully understood the tourism sector. However, in some extent commitment from stakeholders is growing. Some of the stakeholders were involved in protecting tourists and disseminating local cultural information about the area especially resident area of Banja community.

Most of the tourists (23.5 %) reported the role needed from of the stakeholders on awareness creation, marketing and promotion as integral. The second majority of them also mentioned the necessity of infrastructure provision (17.6 %) and awareness creation (17.6 %) to the local

community by the concerned body (**Table 9**). The in-depth interview report towards the role of stake holders (government) for enhancing sustainable pro poor tourism development was similarly for local communities and tourists. On the other hand, the roles mentioned by the tour guides are information dissemination, hosting in the way that promotes the culture, social facilitation and expansion of catering campsites and serving the tourist as to their individual interest.

In addition, the church administrators mentioned organizing religious /pilgrimage tour and protecting & respecting indigenous cultural values as an important role for sustainable pro poor tourism development for Lake *Zengea* and its surrounding area are.

Table 9: The roles of tourism stakeholders in the eye of the tourists in *Zengena* and its surroundings, February 5-10, 2019.

<b>roles of Tourism Stakeholders for Sustainable Pro poor Tourism</b>	<b>Frequency (n=34)</b>	<b>%</b>
awareness creation to community	6	17.6
provision of infrastructure	6	17.6
participating community & investors	3	8.8
Build strong tourism planning & policy	3	8.8
creating good marketing & promotion	4	11.8
awareness creating + marketing and promotion,	8	23.5
Participating community and investors + built strong tourism planning (policy) & provision of infrastructure.	4	11.8

#### **4.11 CHALLENGES FOR SUSTAINABLE PRO-POOR TOURISM DEVELOPMENT**

As per one study conducted in *lake Zengena*, government attention (50%), lack of community awareness and willingness to participate (37.5%) and lack of skilled manpower (12.5%) were reported as the major challenges in the development of Community Based Eco-tourism in *Lake Zengena* and its surroundings (Beza, 2017). However, in the current study (60%) of the local community respondents react the lack of local community participation as a single most important challenge for the development of pro-poor tourism. Similarly, 14.7% of the tourists single out lack of infrastructure facility as an important challenge for pro-poor tourism development. On the other hand 61.3 % of the local community respondents and 44.1 % of the tourists mentioned lack of local community participation, lack of infrastructure, poor government budget and emphasis, lack of promotion, Shortage of professional involvement & tourist seasonality in combination as the challenges of the pro-poor tourism development (**Table 10**).

The in-depth interview report towards the challenges for sustainable pro poor tourism development was similarly to local communities and tourists. However, few additional points were mentioned. The tour guides and the church administrator tells as the degradation of the environment as one of the great challenge with related to flora & fauna species distraction in the attraction sites of *Zengena* and its surrounding area. The Woreda office experts also mentioned a lack of ownership for tourism resources, poor tourism planning and policy as a challenge of tourism development in the area of *Zengena* and its surrounding (**Table 10**).

Table 10. Study participant’s response on the challenges of sustainable pro-poor tourism development in Zengena and its surroundings, February 5-10, 2019.

Challenges for sustainable pro-poor tourism	Local community		Tourists	
	Frequency (N=75)	%	Frequency (N=34)	%
Lack of local participation (Knowledge & Awareness)	12	16.0	3	8.8
Lack of infrastructural facility	4	5.3	5	14.7
Poor government emphasis and Financing	5	6.7	4	11.8
Lack of promotion	2	2.7	2	5.9
Lack of tourism professions	3	4.0	2	5.9
Tourist seasonality	3	4.0	1	2.9
Lack of (Participation + Infrastructure + Government emphasis + Promotion + Professionals) + Tourist seasonality	46	61.3	15	44.10

#### 4.12 RECOMMENDATIONS FORWARDED BY THE STUDY PARTICIPANTS

The local community recommended the need for further awareness creation, expansion of the infrastructure facility, participating the local community and investors and the combinations of all these approaches. Similarly, tourist recommended the need for proper use of the indigenous resources, improving customer handling practice and coordination with government (**Table 11**).

The tour guides recommended the need for coordinated stakeholders’ involvement, standardization of facilities, professional’s recruitment and positive image building between locals & tourists. On the other hand, the woreda tourism office experts mentioned as there is no established framework or road map to coordinately involve all the stakeholders for the of sustainable pro-poor tourism development. Thus, they recommend the government to prepare such frameworks, to facilitate infrastructure and recreation access, to create awareness and to facilitate supply of farming products to the need of the tourists.

Table 11. Study participants' recommendations for future sustainable pro-poor tourism development in *Zengena* and its surroundings, February 5-10, 2019.

<b>Recommendation by the local community</b>	<b>Frequency (N=75)</b>	<b>%</b>
awareness creation	13	17.3
provision of infrastructural facilities	16	21.3
participating locals & investors for pro poor tourism development	17	22.7
awareness creation, provision of infrastructure, participation of locals & investors for tourism development	29	38.7
<b>Recommendations by tourists</b>	<b>Frequency (N=34)</b>	<b>%</b>
Proper use of indigenous resources	23	67.6
Improving customer handling	8	23.5
Coordination with government	3	8.8

## **CHAPTER FIVE**

### **5 CONCLUSION AND RECOMMENDATION**

This chapter presents the conclusion and recommendation of the study in accordance with the specific objective and result outputs of the study.

#### **5.1 CONCLUSION**

The *Zengena* and its surrounding have many unexploited tourism business potentials that can improve the sustainability of pro-poor tourism development. There was a good initiation to engage in small & micro enterprises related to tourism business. Tour guiding, souvenir shopping, agricultural product marketing and other employment opportunities were relatively well established. On the other hand degradation of the environment, lack of local community participation, lack of infrastructure facility, poor government budget and emphasis, lack of ownership, lack of promotion, shortage of professional involvement & tourist seasonality are the challenges of the pro-poor tourism development in the area. Generally *Zengena* and its surrounding have unexplored tourism potentials with multiple business opportunities. However, this needs addressing all or the major challenges with a strategic planning by involving all the concerned stakeholders.

## 5.2 RECOMMENDATION

Based on the finding of this study we forward the following recommendation to the concerned bodies:

- The tourism office, the tourism experts and the government should have a strategic plan to solve the potential challenges based on their priority.
- All the stakeholders should take all the necessary steps to increase the participation and ownership sense of the local community and the concerned bodies.
- The local tourism administration in particular and all the woreda and zonal government bodies should come up with the solution to the degradation of the environment before it reach to the point of no return.
- The universities and other intellectuals should have better study for the causes and the interventional solutions for the environmental degradation.
- All the stakeholders should to engage in the development of sustainable pro-poor tourism and the government office should take this responsibility.

## **FUTURE RESEARCH DIRECTION**

This study recommends further studies in the following areas:

- Since this study did not address multiple issues because of financial limitations, futures researchers in the area can include a large scale sample size so as to find more representative pictures.
  
- We also promote the investigation of other tourist attraction sites in the area.

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# APPENDIX

## ADDIS ABABA UNIVERSITY

### College of Developmental Studies

#### Department Of Tourism Development and Management

➤ Questionnaire for tourists

I would like to thank you for spending your precious time as the participant of the study. I am conducting a study entitled “**Opportunities and challenges for sustainable pro poor tourism development in zengena and its surrounding**” for the part of my master's degree in Tourism management and development under the supervision of Dr. Belay Simane.

You are kindly requested to respond the questions freely according to your understanding .so your active participation will be influential for the success of the entire study. Any data pertaining to you as an individual will be confidential and used for academic purpose only.

Thank you again for your kind cooperation!!!

Melaku Asmare, researcher

Mobile : +251 920 253 471

E-mail:melakuasmare1@gmail.com

#### Section I: Demographic Characteristics of Respondents

1. Gender:     Male                       Female
2. Age Range:  18-28                       29-39  
                     40-50                       51-61                       ≥ 62
3. Level of Education:     None educated     1-8 grade completed     9-10 completed  
                                     Diploma                       BA/BSc                       other, please specify \_\_\_\_\_
- 4 .Marital Status:             Single                       Married  
     Divorce                       Other, please specify \_\_\_\_\_

5. Occupation: \_\_\_\_\_

6. Country of Origin: \_\_\_\_\_

7. Length of Stay in zengena : \_\_\_\_\_

## Section II Questions

You can choose more than one answer and place in order for questions which has more options

1. How is the level of your awareness about the principles of sustainable pro poor tourism development in a tourist destination

very good     Good     Fair     Poor     Very poor

2. If your answer for question No. 1 is **good**, what will be the role of tourists in enhancing sustainable pro poor tourism development in Zengena and its surrounding \_\_\_\_\_  
\_\_\_\_\_.

3. Which tourism businesses are delivering products and services for tourists and how do you evaluate their overall performance?

s.no	Tourism services	Very good	good	average	poor	Very poor	remark
1	Hotels, restaurants and lodges						
2	Souvenir shops						
3	Tour guides						
4	Transport sector						
5	Agricultural suppliers						
6	Others						

4 .How do you see the hospitality of the local communities towards tourists in zengena and its surrounding?

Very good    Good    Fair     Poor     Very poor

5 .If you select the choices poor or very poor in **question number 4**, what do you think is the reason? -----  
-----

6. What are the ways of elongating the length of stay of tourists in a destination?

- a) Provision quality services by the tourism businesses and professionals
- b) Good hospitality and awareness in the local community
- c) Keeping the safety and security tourist
- d) Developing diversified tourist attractions
- e) Establishment of tourism infrastructures, services and facilities at tourist attractions
- f) Good marketing and promotion
- g) If any other, please write them\_\_\_\_\_

7. What sustainable pro- poor tourism development potentials did you observe in and around zengena?\_\_\_\_\_

-----  
-----

8. What do you recommend to the local communities regarding business opportunities from tourism? -----

9. What are the roles of tourism stakeholders in developing sustainable pro-poor tourism? -----  
-----  
-----.

10. What are the challenges for sustainable pro-poor tourism development in zengena and its surrounding?

## QUESTIONERIES for local residents

### Section II: Questions

You can choose more than one answer and place in order for questions which has more options

1 How is the level of your awareness about the principles and practices of sustainable pro poor tourism development?

- a) Very good
- b) Good
- c) Fair
- d) Poor
- e) Very poor

2. Are there any effort made by the concerned body about sustainable pro poor tourism development in your local communities in and around tourist attractions of zengena?

- a) Yes
- b) No
- c) Not sure

3. If yes, what are these ways?

- a) Seminar and workshop trainings regarding the impact of tourism on the local community
- b) Awareness campaign through different medias
- c) Training for farmers to supply products for hoteliers
- d) Short and long term training for local tour guides
- e) Training on small and micro enterprises in tourism sector
- f) If other, please mention them\_\_\_\_\_

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

- a) Yes
- b) No
- c) Not sure

5. If say no, what are the reasons?

- a) Lack of knowledge and awareness
- b) Problem of capital and training
- c) Government policy and planning
- d) If other, please specify\_\_\_\_\_

6 .Is/are there benefits you get from the tourism sector?

- a) Yes
- b) No
- c) Not sure

7 .If say yes, what is/are the benefits you are getting from tourism activities in your area?

- a) Tour guiding
- b) Sales of souvenir products
- c) Employees of tourism businesses
- d) Sales of agricultural products
- e) Boat driving
- f) If other, please specify\_\_\_\_\_

8. How is the length of stay and spending power of tourists in zengena and its surrounding

- a) Very good
- b) Good
- c) fair
- d) below fair
- e) Very poor

9 .If you select the choice below fair, what do you think the reason is/are? \_\_\_\_\_

10 .What will be the threats for the development of sustainable pro poor tourism in and around tourist attractions of *Zengena*?

- a) Lack of local participation and ownership of tourism resources and businesses
- b) Lack of tourism budget and finance from the government agencies(low attention paid by the government)
- c) Lack of tourism infrastructures and facilities around tourist attractions
- d) Shortage of tourism professionals
- e) Seasonality of tourist flow
- f) Lack of financial institutions that (saving & credit institute)to give loan
- g) If other, please specify.....

11. What tourism business opportunities are available in zengena and its surroundings for the poor -----  
-----.

12. What do you recommend tourism stakeholders to benefit the poor from tourism in zengena and its surrounding? -----  
-----.

**Addis Ababa university**

**College of Developmental Studies**

**Department of Tourism Management & development**

I would like to thank you for spending your precious time as the participant of the study. I am conducting a study entitled “**Opportunities and challenges for sustainable pro -poor tourism development in Awi zone: a case study zengena and its surrounding**” for the part of my master's degree in Tourism management and development under the supervision of Belay simane ( PhD).you are kindly requested to respond the questions freely according to your understanding .so your active participation will be influential for the success of the entire study .Any data pertaining to you as an individual will be confidential and used for academic purpose only. Thank you again for your kind cooperation!!!

Melaku Asmare, researcher

Mobile : +251 920 253 471

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**Section I: Demographic Characteristics of Respondents**

1. Sex: \_\_\_\_\_

2. Address: \_\_\_\_\_

3. Age: \_\_\_\_\_

4. Educational Background (level): \_\_\_\_\_

5. Job \_\_\_\_\_

7. Position (Title) \_\_\_\_\_

For how many years you work in this position? \_\_\_\_\_

## Section II: Interview Questions

### Interview for banja Woreda Culture and Tourism Officials

1. how much income gained from tourism per year?-----.
2. How do you see the contribution of tourism in zengena and its surrounding? -----  
-----  
-----
3. What looks like the role of stakeholders (tourists, local communities, tour guides, governmental bodies ) in developing sustainable pro-poor tourism ? -----  
-----  
-----
4. How do you see tourism business operations and activities of zengena and its surrounding towards the practices and principles of sustainable pro-poor tourism development? -----  
-----  
-----
5. What the government is doing regarding the development of small and micro enterprises in tourism business? -----  
-----
6. Do you think that the local communities are actively participating in the management of tourism resources and businesses and obtain fair benefit out of tourism in their area? -----  
-----  
-----
7. Do you give business advice and support for local entrepreneurs? If yes, how do you give this assistance and how is their effectiveness? -----  
-----
8. Do you promote local products, such as local food & souvenirs to tourists so that they can have adequate information? -----
9. What are the opportunities and future prospects for sustainable pro poor tourism development in and around zengena? -----

-----  
-----  
10. What are the challenges for sustainable pro- poor tourism development in zengena and its  
environs? -----  
-----

## **Interview questions for Hotel Managers**

### **Section II: Interview Questions**

1. Is the hotel governmentally owned or privately? -----
2. What are the focus of the management and marketing philosophy (price, product, promotion, place, and person) -----.

### **About local food and beverages**

- a) Do you have specialization in certain type/s of local food? A) Yes B) No
3. If yes, on what type of local food your hotel specialized? \_\_\_\_\_
4. Where do you buy/get raw materials to prepare local foods? -----  
-----.
5. Do you directly purchase row materials from agricultural suppliers/farmers? A) Yes B) No (from other suppliers).
6. For the above question (6) why you choose farmers or other suppliers \_\_\_\_\_
7. Do you promote local food? A) Yes B) No
8. For your answer for the above question (8) write your reason of Why? \_\_\_\_\_

### **About Employees**

9. How do you recruit employees? (From local residents vs non local residents, Trained vs non Trained)
10. Is there a special advantage for locals? A) Yes B) No
11. If yes, what is it? -----.
12. Do you have trained employees on the following?
  - A) Food and beverage preparation (cultural vs international)
    - I) we have II) we haven't
  - B) Customer handling I) we have II) we haven't

C) Household handling service (Cleaning and bedroom preparation)

I) we have II) we haven't

D) Other (specify :\_\_\_\_\_)

### **Interview questions for Lodge Managers**

#### **Section II: Interview Questions**

- 1) Is the Lodge governmentally owned or privately? -----
- 2) What are the focus of the management and marketing philosophy (price, product, promotion, place, and person) -----  
-----.

#### **About local food and beverages**

- 3) Do you have specialization in certain type/s of local food? A) Yes B) No
- 4) If yes, on what type of local food your Lodge specialized? \_\_\_\_\_
- 5) Where do you buy/get raw materials to prepare local foods? -----
- 6) Do you directly purchase raw materials from agricultural suppliers/farmers?
- 7) A) Yes B) No (from other suppliers).
- 8) For the above **question (6)** why you choose farmers or other suppliers  
\_\_\_\_\_
- 9) Do you promote local food? A) Yes B) No

10) For your answer for the above question (8) write your reason of Why? \_\_\_\_\_

**About Employees**

11) How do you recruit employees? (From local residents vs non local residents, Trained vs non Trained)

12) Is there a special advantage for locals? A) Yes B) No

13) If yes, what is it? -----  
-----.

14) Do you have trained employees on the following?

A) Food and beverage preparation (cultural vs. international)

I) we have II) we haven't

B) Customer handling

I) we have II) we haven't

C) Household handling service (Cleaning and bedroom preparation)

I) we have II) we haven't

D) Other (specify : \_\_\_\_\_)

### **Interview questions for Local Tour Guides**

1. What looks like the application of sustainable pro poor tourism development in zengena and its surrounding? Did you take any training about it?
2. How do you see tourists' demand for local products? (Do you think tourists have enough time for shopping, and to move around and buy local products?)
3. How do you motivate and encourage tourists to buy and use local products?
4. What do you think are the major challenges for the development of sustainable pro poor tourism in and around tourist attractions of zengena?
5. What will be the role of tour guides in enhancing sustainable pro- poor tourism development in and around tourist attractions of zengena?
6. What should be done to enhance sustainable pro- poor tourism development in and around zengena?

**Interview questions for Monastery Administrator**

1. Do you get an income from Lake Zengena tourism service?  
A) Yes B) No
2. If yes what percentage (amount) you get \_\_\_\_\_
3. How much is the income in a monetary terms per  
year \_\_\_\_\_
4. *How do you use the money gained from the entrance fee from tourists?*
5. Does the tourism period provide opportunities for Sunday school students to fund raise?  
A) Yes B) No
6. Do you have agricultural farms in monastery?  
A) Yes B) No
7. If yes, for whom will you supply the products? \_\_\_\_\_
8. What are the threats for sustainable pro-poor tourism development in zengena and its Surrounding?  
\_\_\_\_\_  
\_\_\_\_\_
9. What will be the role of Monasteries in enhancing sustainable pro-poor tourism development in zengena and its surrounding?  
\_\_\_\_\_

**ለአካባቢው ማክበረሰብ የተዘጋጀ ማጠቃለያ**

በመጀመሪያ ጊዜዎን ሰጥተው የጥናቱ አካል በመሆን ለዚህ ማጠቃለያ ስለተባበሩኝ ልባዊ ምስጋናዎን እገልጻለሁ። እኔ አቶ መኳኩ አስሚ የተባልኩ የአዲስ አበባ ዩኒቨርሲቲ የቱሪዝም ልማትና አስተዳደር የሚከተርስ ተምህርት ስምን የመሠረቱ ድህረ ምረቃ የዘላቂ ድህ-ወገን ቱሪዝም ልማት ምቹ ሁኔታዎች እና ተግዳሮቶች በዘንገና ህይቅና እና አካባቢው በሙሉ ርዕስ በሚከተሉት ላይ እገኛለሁ። የዚህ ማጠቃለያ ዋና ዓላማ በዘንገና እና አካባቢው የዘላቂ ድህ-ወገን ቱሪዝም ልማት ምቹ ሁኔታዎች እና ተግዳሮቶች ለመዳሰስ እና የመፍትሄ ሀሳብ ለመጠቀም ነው። የእርስዎ ማስለጠፍ ለጥናቱ መሳካት እጅግ ወሳኝ ስለሆነ በጥንቃቄ እንዲሞክሩት በአክብሮት እጠይቃለሁ። እርስዎ ለዚህ ቃለ-መጠይቅ የሰጠኩ ማስለጠፍ ለጥናቱ ብቻ እንደሌለ ተግባር የማይወል እና ስም የማይጠቅስ መሆኑን ላረጋግጥልዎት እወዳለሁ።

ድህ-ወገን ቱሪዝም ማለት ድሃ የህብረተሰብ ክፍሎች ትኩረት አድርጎ ከቱሪዝም እንዲጠቀሙ ማለት ነው። በድጋሜ አመካኒ ማለት!!!

መኳኩ አስሚ

ስ.ቁ : 0920253471

ክፍል አንድ፡ ግላዊ መረጃ

- 1. ጾታ:       ልጅ                       ሴት
- 2. ዕድሜ:  18-28                       29-39
- 40-50                       51-61       ≥ 62
- 3. የትምህርት ሁኔታ:       መደበኛ የትምህርት ዝግጅት የሌለቸው
- 8ኛ እና ከዚያ በታች                       9ኛ-10ኛ ያጠናቀቁ
- 11ኛ-12ኛ ያጠናቀቁ
- ዲፕሎማ                       ቤ/ቤ/ቤ/ቤ ሌላ ካለ ይጥቀሱ-----

- 3. ሥራ: \_\_\_\_\_
- 4. የስራ ሃላፊነት: \_\_\_\_\_
- 5. አድራሻ: \_\_\_\_\_

**ክፍል ሁለት መጠይቅ**

ከተሰጡት አሜራቶች መካከል ከአንድ በላይ መልስ መስጠት ይቻላል፡፡ ይህን ሲያደርጉ እባክዎን መልሶችን በደረጃ ያስቅምጡ፡፡

1. ስለ ዘለቄታዊ ደህ-ወገን የቱሪዝም ልማት መርሆችና ተግባሮች ምን ያህል ዕውቀት እና ግንዛቤ አለዎት?

- I. በጣም ጥሩ
- II. ጥሩ
- III. በጥቂቱ
- IV. በጣም በጥቂቱ
- V. ምንም

2. በእናንተ አካባቢ ስለ ዘለቄታዊ ደህ-ወገን የቱሪዝም ልማት በሚሞከረው አካል ከዚህ በፊት ግንዛቤና መረጃ መስጠት ጥረት አለ?

- i. አለ
- ii. የለም
- iii. እርግጠኛ አይደለሁም

3. ለጥያቄ ቁጥር 2 መልስዎ አለ ከሆነ ምን ምን ለሆኑ ይችላሉ?

- I. የቱሪዝምን ተጽዕኖ በተመለከተ የሴሜር እና ወርክሾፕሎግራፊ
- II. በተለያዩ ማደጊያዎች የግንዛቤና እውቀት የመፍጠር ዘመቻ
- III. ለአርሶ አደሮች እንደጎረቤት ለሆኑ ሆቴሎች ምርት ማቅረብ እንዳለባቸው የሚጠየቅ ስልጠና
- IV. ለአካባቢው ግለሰብ አስጎብኝዎች የሚሰጡ የአጫጭና የረጅም ጊዜ ስልጠና
- V. ለጥቃቅንና አነስተኛ ኢንተርፕራይዞች በቱሪዝም ኢንቨስትመንት ለሚሰማሩ ባለሀብቶች የሚጠየቅ ስልጠና
- VI. ሌላ ካለ እባክዎን ይጥቀሱ-----.

4. በአካባቢዎት በሚገኙ የቱሪዝም ዕቅድ፣ ልማት እንዲሁም አስተዳደር እንቅስቃሴዎች ውስጥ በንቃት ተሳታፊነት ዎት?

- i. አዎ
- ii. አይደለሁም

5. ለጥያቄ ቁጥር 4 መልስዎ አይደለህም ከሆነ እባክዎትን ምክንያቱን ይግለጹ

- I. የእውቀትና ግንዛቤ እጥረት
- II. የገንዘብና ስልጠና ችግር
- III. የመንግስት ፖሊሲና ዕቅድ አሳታፊ አለመሆን
- IV. ሌላ ካለ እባክዎትን ይጥቀሱ-----

6. በአካባቢያችሁ ከቱሪዝም እንቅስቃሴ ያገኛችሁት ጥቅም አለ?

- i. አዎ አለ
- ii. የለም

7. ለጥያቄ ቁጥር 6 መልሳችሁ 'አዎአለ' ከሆነ ያገኛችኋቸው ጥቅሞች ምንምን ናቸው?

- I. ግለሰብ አስጎበኝነት
- II. ዕድገብና ማሻሻያ
- III. የስራ ዕድል በቱሪዝም ተቋማት
- IV. የግብርና ምርቶች ሽያጭ ለቱሪስቶችና ለቱሪዝም ተቋማት
- V. የጀልባ ስራ
- VI. ሌላ ካለ እባክዎትን ይጥቀሱ-----

8. የቱሪስቱ የቆይታ ጊዜ እና ምርትና አገልግሎት የመጠቀም ባህል ምን ይመስላል?

- I. ሀበጥምጥኑ
- II. ጥኑ
- III. በቂ
- IV. ዝቅተኛ
- V. በጣም ዝቅተኛ

9. ለጥያቄ ቁጥር 8 መልስዎ ዝቅተኛ ከሆነ ምክንያቱን ይጥቀሱ

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10. በዘንገና እና አካባቢዎ ዘላቂ ድህ-ወገን የቱሪዝም ልማት ለመፍጠር ተግዳሮቶች ምን ምን ናቸው?

- i. የአካባቢው በቱሪዝም ሀብቶችና ተቋማት ንቁ የሆነ ተሳትፎና ባለቤትነት ስሜት አለመኖር
- ii. የቱሪዝም መሰረተ ልማቶችና አገልግሎቶች በቱሪስት መስህቦች አካባቢ መደል
- iii. የመንግስት ትኩረት ማጣት
- iv. የበጀት እጥረት
- v. የሙከተታዎች ስራ ደካማ መሆን
- vi. የቱሪዝም ባለሙያ እጥረት
- vii. የቱሪስት ፍላጎት ወቅታዊ መሆን
- viii. የፋይናንስ ተቋማት (ብድርና ቁጠብ ተቋም) አገልግሎት አለመስጠት
- ix. ሌላ ካለ እባክዎትን ይጥቀሱ-----  
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11. ዘላቂ ድህ-ወገን የሆነ የቱሪዝም ልማትን ለመፍጠር የሚጻጹ ስችሉ መልካም አጋጣሚዎች በዘንገና እና አካባቢዎ ምን ምን ናቸው? -----  
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12. በዘንገና እና አካባቢዎ ድህ-ወገን የቱሪዝም ዘርፍ ዘላቂ በሆነ ሙከራ እንዲለማ ከባለድርሻ አካላት ምን ይጠበቃል ይላሉ?  
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ለገዳማት አስተዳዳሪዎች የተዘጋጀ መጠይቅ .

ክፍል ሁለት፡ ቃለ መጠይቅ

1. ከዘንገና ሃይቅ ከቱሪዝም አገልግሎት ለገዳሙ ገቢ ታገኛላችሁ ወይ?

ሀ) አዎ ለ) የለም

2. አዎ ካላችሁ፣ ምን ያህል ድርሻ ትካፈላላችሁ?; .....

3. ይህ ድርሻ በገንዘብ ሲተመን በዓመት ምን ያህል ሊሆን ይችላል?.....

4. ከቱሪስት የመጣ ጋዳ የሚገኘውን ገቢ እንደትነው የምትጠቀሙት?

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5. በቱሪዝም ወቅት የሰንበት ትምህት ቤት ወጣቶችም ሆነ ገዳሙ ገቢ የሚገኝ እድሎች ይፈጠራሉ/ይኖራሉ?

ሀ) አዎ ለ) የለም

6. በገዳሙ ውስጥ የግብርና ምርቶች አሉ ወይ? ሀ) አዎ ለ) የለም

7. አዎ አሉ ካሉ ምርቶቻችሁን ለእነማን ነው የምታቀርቡት?-----  
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8. በዘንገና እና አካባቢው ዘላቂ ድህ-ወገን (ለድሃው ህዝብ የወገነ) የቱሪዝም ልማት ለመፍጠር ችግሮች ምንም ናቸው? -----  
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9. በዘንገና እና አካባቢው ዘላቂ ድህ-ወገን የቱሪዝም ልማት ለመፍጠር የገዳማት ድርሻ ምንድን ነው?  
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