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Community Participation in Tourism Development in Tigray: The Case of Axum

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Declaration

I declare that this work entitled “**Community Participation in Tourism Development in Tigray: The Case of Axum**” is my original work, has not been presented earlier for award of any degree or diploma to any other university and that all sources of materials used for this thesis have been duly acknowledged. I have produced it independently except the guidance and suggestions of my research advisors.

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ABSTRACT

This thesis discusses the participation of local communities in tourism development using a case study of local communities in Axum. The thesis focuses on three key concepts: community participation in the decision making process; community participation in the sharing of tourism benefits; and the contribution of tourism development to generate income. To achieve this, the research is guided by five interrelated research questions: (1) what are the views of local people towards community participation in tourism development? (2) What are appropriate roles of local people in tourism development? (3) To what extent do local communities participate in the tourism decision making process? (4) To what extent have the tourism businesses developed benefit sharing schemes? And what are the views of the local people on contribution of tourism as a means of income generating. For a better understanding of the context of the research, the thesis employs a case study approach, which enables investigation at the community level to bring together perspectives from the grass –root level and participation of various stakeholders that explores views from a range of stakeholders such as ordinary members of the community, government agencies tourism professionals, tourism businesses and tourism projects. The researcher used household survey, interview and document analysis methods in order to gather the necessary data for the study. The quantitative and qualitative data gathered from these techniques are analyzed and interpreted. According to the results obtained, this research concludes that local communities want to take part in the decision making process of tourism in their local area. In general local people want to see decisions about tourism development in their area made by consulting local people. Local communities acknowledge that tourism provides employment opportunities, encourages a variety of cultural activities and meeting tourists promotes cross cultural exchange. In addition to the decision making process, local communities also want to participate in the sharing of tourism benefits. Tourism businesses have not developed specific mechanisms of sharing tourism benefits. But the tourism businesses create employment opportunities for local people and sponsor different community development activities when they consider it important. The government organizations provide trainings, advice and loans so that local communities can participate in tourism development.

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ACRONYMS

ATDP= Axum Tourism Development Project

ECHP= Ethiopian Cultural Heritage Project

ESTDP=Ethiopian Sustainable Tourism Development

FDI= Foreign Direct Investment

GDP= Gross Domestic Product

GNP= Gross National Product

MCTE= Ministry of Culture and Tourism of Ethiopia

NGO= Non Governmental Organizations

PASDEP= Plan for Accelerated and Sustainable Development to End Poverty

PBS= Participation in Decision Making

PDS= Participation in Decision Making

SD= Standard Deviation

SPSS=Statistical Package for Social Sciences

TCTA= Tigray Culture and Tourism Agency

UNESCO= United Nations Education Culture and Science Organization

UNCTAD= United Nations Conference on Trade and Development

UNWTO=United Nations World Tourism Organization

WTO= World Tourism Organization

CHAPTER ONE: INTRODUCTION

1.1 Background of the study

Tourism is one of the fastest growing industries in the world. Nowadays, tourism is increasingly becoming an important economic sector in many developing countries (UNCTAD, 2007). The industry is one of the major sources of foreign exchange earnings and the most viable and sustainable economic development option. It comprises 11 percent of the world GNP if related activities are included, (UNWTO, 2005).

The market share of tourism in developing countries is also increasing significantly by 2003, 35.6 percent of all international tourists arrived in developing countries (World Bank, 2005). Tourism is one of the most dynamic economic sectors in many developing countries. According to WTO (2008) tourist movements towards developing and least developed countries are growing faster than in the developed world. Many poor countries have assets of value to the tourism industry. In 2006, international tourism arrivals in developing countries grew to over 39 percent of the world total, and international tourism to 30 percent. Besides tourism is the principal export sector in one third of the developing countries. Out of the top 20 long haul destinations 14 are developing countries. According to World Bank (2006), in 41 of the 50 poorest countries of the world, tourism contributes more than 5 percent to GDP or more than 10 percent to exports – or both. The direct receipts from tourists to the Ethiopian economy in 2005 are estimated at US \$ 130 million making tourism one of the top export earners (World Bank, 2006).

Table 1.1 International Tourism Income (in billion US \$)

	1990	2000	2006	Growth rate
World	264	474	733	177 percent
High Income countries	221	352	511	131 percent
Developing Countries	43	122	222	416 percent

Source: World Tourism Organization (2008)

In Africa , tourist arrivals has increased from 28 million to 40 million between 2000 and 2005- an average growth of 5.6 percent compared to a worldwide 3.1 percent a year – resulting in a doubling of receipts US\$ 10.5 billion US\$ 21.3 billion (WTO, 2006). African countries have begun to mainstream tourism into their poverty reduction strategy. This is because of the realization of its pro-poor benefits (Roe, 2004).The world tourism estimates that 625 million tourists traveled worldwide which generated US \$445 billion excluding transport. Out of this, Africa received only about 8 per cent of the global tourist trips, or 25 million arrivals.

In Ethiopia, tourism is one of the focal sectors of the five years development plan. The long term vision of the Government of Ethiopia is to make Ethiopia one of the top ten tourist destinations in Africa by the year 2020, with an emphasis on maximizing the poverty reducing impacts of tourism (PASDEP, 2006-2010). The importance of involving different stakeholders in tourism development is receiving growing recognition. For tourism to achieve major development impact volumes of tourists and levels of tourist spending need to increase and that to ensure tourism growth has the desired development impact or beneficial, industry structure must be created and a liberalized supply side frame work and stronger linkages to the local economy and local community (ibid)

Involving local communities in tourism development is vital for sustainable tourism development. Tourism must involve local communities in terms of tourism benefits and decision making. The involvement of local communities in tourism development may increase the social acceptance of policies so that implementation and enforcement may be easier to effect. Tourism should be in a position to share profits fairly with the local

communities, (Mason, 2003).

According to Aref et al, (2009), local communities are a basic element of modern tourism development. They have a key role in tourism development as they are crucial in providing a good environmental condition for tourists. Local communities should play a proactive role to ensure positive benefits from tourism. Employment opportunities, environmental consciousness and protection, and an influx of foreign currency to the host nation are just a few examples of the contribution that the tourism industry can make to the economy of a country (Aydin & Boz, 2006:1).

However, it has been recognized that many tourism policies developed from central governments without local involvement fail to cater for the sensibilities and aspirations of the communities that tourists visit (Harris & Vogel, 2007). In order to diminish negative impacts of tourism policies, significantly though, the 1999 meeting of the UN Commission on sustainable Development urged governments to maximize the potential of tourism for eradicating poverty developing appropriate strategies in cooperation with all major groups, indigenous and local communities(Roe ,2001:2).

The Tigray region with population of approximately 4.3 million and a land area of 54, 572 sq. km is one of the regions in the country with the highest tourism potential. Some of the features which make Tigray incredibly attractive tourism resources include: historical and cultural endowments, varied and impressive natural sceneries, unique monolithic stelae, archaeological sites and battle fields, the people's traditional songs and dances, the religious ceremony and rituals .In 2009, according to TCTA (2010) Tigray received 20319 international visitors.

1.2 Statement of the Problem

Tourism is one of the leading employers and among the major sources of substantial foreign exchange earnings. According to the estimates from the World Travel and Tourism Council (WTTC) in 2004, tourism generates around 214.7 million jobs worldwide (or 8.1 percent of world employment) and accounts for over 10 percent global gross domestic product (GDP). Because of this, the industry is regarded as one of the major means through which development of local communities can be realized (Beeton, 2006). Tourism plays a significant role in facilitating community development through business mentoring and educational opportunities that contribute to local communities in increasing skill and knowledge in local communities as well as improving the community's economic level (Bushell & Eagles, 2007).

Involving local communities in tourism industry and ensuring that they are actively participating enhances development. The involvement and participation of local communities in tourism decision making and benefit sharing is central to sustainable development of the industry. Community involvement is vital to ensure that high quality of service and product is delivered. Besides, since tourism experiences rely on all aspects of the community, involving and ensuring the participation of local communities in tourism development is crucial (Peter, 2003). To be successful, a tourism program of any kind must be well planned and managed and it must have the active support of all local parties with an interest in and effect on tourism (Blakely, 1994). Mathieson and Wall (1982) pointed out that one of the main objectives of tourism development should be to provide a means for improving the lives of residents of destination areas.

It is crucial to note that participation of local communities is central to the sustainable development of the industry because tourism has a close connection with local communities particularly as hosts and guides (Sheyvens, 2002). According to Blank (1989), the destinations of tourists are communities and it is in the community that tourism happens.

However, it is frequently claimed that local communities are not participating actively in

tourism development processes. According to Akama (1999) local communities hardly participate in tourism development process. Havel (1996) adds that local communities are usually without voice in tourism development process. This situation according to Mbaiwa (2005), is contrary to the principles of sustainable development which among other things emphasize the participation of local communities.

According World Bank (2006), community participation throughout the sector in Ethiopia is weak and shallow affording very little opportunity for benefits from tourism to disperse to the local community. According to Ashley (2006), aside from the employment generated in the formal sector (hotels, transport, tour operations), there are few opportunities for poorer Ethiopians to be involved in tourism in terms of decision making and benefit sharing . And Chernet (2008) stated that generally in Ethiopia and particularly in Tigray tourism had little benefits for the local communities. In addition, according to TCTA (2009), even though tourism is believed to contribute a lot for local economic development and benefiting local communities, the region could not get satisfactory benefits from the industry. Thus, this study aims at assessing the community participation in tourism development in Axum.

1.3 Objectives of the Study

1.3.1 General Objective: The main objective of the study is to assess community participation in tourism development in Axum.

1.3.2 Specific Objectives

The specific objectives will be to:

1. assess the extent of local people's participation in tourism development in their local area.
2. assess the role of local people in tourism development.
3. assess the extent of local people participation in the tourism development decision making process
4. assess if tourism businesses in the area have developed benefit sharing schemes.
5. examine local people views about the contribution of tourism as a means of income

generation .

1.4 Research Questions

The research will address the following questions to be answered at the end of the study.

1. What are the views of local people towards community participation in tourism development?
2. What are the appropriate roles of local people in tourism development?
3. To what extent do local people participate in Axum tourism development decision-making process?
4. To what extent tourism businesses in Axum have developed benefits sharing schemes?
5. What are the views of the local people on the contribution of tourism development as a means of income generation?

1.5 Significance of the Study

As to the researcher's understanding, there has been no in depth research conducted so far in the tourism sector under this topic in the region. Therefore, this research is expected to contribute much for policy makers and implementers to understand the gaps and to take corrective actions. Besides, it is expected to contribute for the concerned stakeholders, especially to Tigray Region Culture and Tourism Agency, to understand issues related to major problems in the development of tourism industry development. Finally, it may also serve as a spring board for those who have the interest to conduct further research and studies in the industry.

1.6 Scope of the Study

This research was conducted in purposively selected potential site in Tigray region, Central Zone, Axum town. The research aimed to assess community involvement and participation in tourism development in Axum. So, this research was limited both in terms of the number of variables, time and space. In terms of area, the study was carried out at

purposively selected site, Axum. This was due to shortage of fund and time. The study mainly deals with an assessment of community involvement and participation in tourism development.

1.7 Limitations of the Study

The researcher believes that time and budget constraints are the main limitations of this study .in addition it would have been more important if the survey included local communities from the village parts of Axum but due to the constraints mentioned the study was just limited to local communities living in Axum town

1.8 Organization of the Thesis

This thesis is presented is in five chapters. The first chapter consists of background of the study, the research problem, objectives of the study, significance of the study, scope of the study, research questions and organization of the thesis.

The second chapter is all about a review of the literature. This chapter begins by introducing by introducing the concept of community participation and its role in tourism development. The chapter also includes a discussion of various factors influencing community participation in tourism development. In addition tourism benefit sharing schemes are also discussed.

Chapter three outlines the methodology used for data collection for this thesis. A brief description of various participants involved in this study is provided. The analytical framework that defines patterns of data analysis is introduced.

The findings of this thesis are presented and discussed in detail in chapter four. This chapter is based on the research questions.

The final chapter, chapter five, provides a concluding discussion of the findings of this study in relation to the five research questions. The concluding part provides a summary of the key findings discussed in chapter four. Based on the findings of this research, recommendations are also forwarded in this chapter.

CHAPTER TWO: LITERATURE REVIEW

2.1 Definition and concepts

2.1.1 Tourism

Different authors defined tourism in many different ways. Tourism is one of the contemporary leading economic activities in the world. It is an industry characterized by the movement of people from place to place, for a given period of time and with varying reasons for the visit (WTO, 2002). According to Eagles et al (2002:161) and WTO (1999:5), tourism involves the activities of persons traveling and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes and also refers to the provision of services in support of this act .It is regarded as a major source that provides material benefits for the poor and can bring cultural pride ,a sense of ownership and control (Benavides and Perz- Ducy, 2001:59).It is considered to have greater impacts on employment , economic growth and foreign exchange earnings, in` particular . Tourism is a service oriented industry which is offered by small and medium sized enterprises and directed by tourist industry, with help from government and international community.

2.1.2 What is community Tourism?

Community tourism is a tourism in which local residents are active participants and land managers/users, entrepreneurs, employees, decision makers and conservators/.It is not just community cooperatives running. The aim is for residents to have a say in decisions over tourism development in their area and work with other stakeholders to develop opportunities for employment, enterprise, skill development and other improvement in local livelihoods. Some actions such as participation in planning may be done by communities acting collectively and some such as enterprise development, by local individuals and families (WTO, 2002).

2.1.3 Local Communities

Community is one component for understanding community development for tourism development, but it is also important to appreciate how community affects local tourism development. Local communities have a key role in tourism development as they are crucial in providing a good environmental condition for tourists. Local communities are basic elements of modern tourism development .They are the focal point for the supply of accommodation , catering ,information , transport ,facilities and services for tourism development(Godfrey & Clarke ,2000) .

There are several definitions of community. In understanding the meaning of community involvement and participation in tourism development, the study needs to be clear first about the definition of the term “community” itself. The term community can have a specific geographic meaning with a clearly defined spatial boundary and area and also refers to groups of people with a common interest (Chapman & Kirk, 20001). According to Bradshaw (2008, p. 6), community has historically shared one’s geography of residence. For the purpose of this study, community is defined as a group of individuals living or working within the same geographic area with some shared cultures or common interests. This geographical definition of community is essential to understand how community development is linked to the ability of the community to improve tourism development.

2.1.4Community Participation

Nowadays many development initiatives require the participation of local communities for sustainability of the development initiatives (Ribot, 2004). A clear and commonly shared concept of community participation is difficult to establish. However, the levels of participation influence or control decision making, actions and outcomes are often key to the descriptions of community participation (Murary, 2002).

According to UNO (1979), participation means sharing by people the benefits of development, active contribution by people to development and involvement of people in

decision making at all levels of society.

Paul (1987), defined community participation as an active process by which beneficiary or client groups influence the direction and execution of a development project with a view to enhancing of their well being, of income , personal growth , self – reliance or values they cherish.

According to UNDP (1993), community participation refers to the close involvement of people in the economic, social, cultural and political process that affect their lives. People may in some cases, have complete and direct control over these processes – in other cases; the control may be partial or indirect. The important thing is that people have constant access to decision making and power.

Naryanswamy and Boraian (1998), defined the concept of community participation as the process undertaken by people who involve themselves in analyzing the local situation, identifying major problems, formulating action plans, mobilizing locally available resources and executing development projects in order to access the benefits extended to the community at large or specific target groups during a given point of time.

Several attempts to define community participation are subject to great debate arising, first, due to the different contexts of interpretations of the terms ‘community’ and ‘participation’ and second , due to the notion that the real existence and the practicality of the whole idea is complicated, especially given the reality that community is never homogenous (Cole ,2006).It is imperative, therefore, to consider that defining who in the community should be involved in community participation involves making decisions about in and who should be out; who is local based on territoriality or place and who is included based on particular factors (*Ibid*). Therefore, for the purpose of this study, community is regarded as something locational with in which there are divisions which express its diversity and heterogeneity.

On the other hand, participation is also open to a variety of interpretations arising from the fact that a ladder encompassing different levels of participation exists which often range from

'only being told of to being able to influence or determine every aspect of the tourism development (Ibid).The underlying complexity surrounding this paradigm arises due to the reality that all communities participate in one way or another for example through sharing a despoiled environment ,receiving menial jobs or getting a percentage of gate fees to the historical sites. (Cole, 2006).Taking all these aspects into account and the fact that community involvement and participation in the tourism decision process and sharing the benefits of tourism development are central to community involvement and participation in the industry ,an operational definition for community participation in the context of this research is needed. Therefore, for the purpose of this research, community participation is defined as a situation whereby a member of the community who lives in a particular area directly or indirectly participates in tourism decision making, and or operates a tourism related business or works in tourism as an individual or group.

2.2 Community Participation in Tourism Development

Community participation is one of the key ingredients of an empowered community. Participation is the heart that pumps the community's life blood –its citizens – into community's business. But community participation is far more than a requirement. It is a condition for success. Communities that engage their citizens and partners deeply in the work of community development raise more resources achieve more results and develop in more holistic and beneficial way. Community participation then, is critical to community success (Reid, 2000).

It is widely recognized that community participation is an essential component in tourism development. According to Brohman (1996), community participation in tourism development is a tool to solve major problems of tourism in developing countries. He adds that community participation in the tourism development will achieve more equal distribution of the benefits, discourage undemocratic decision making and will meet the needs of local community in a better way. According to Kiss (2004), tourism can generate support for

conservation among communities as long as they see some benefit. Community participation is an essential component in tourism development. Aref and Redzuan (2008), state that community participation is the heart and core of community development and one component of sustainable tourism development.

The role of local community in influencing tourism development activities is becoming clearer (Hall et al, 2005).McIntyre, et al (1993, p. 50) states that local communities must organize themselves at all levels to play a more effective role in development, and interact with government and other stakeholders at all levels. They must be able to identify potential tourism resources and attractions within their communities and support and promote responsible tourism and community development. They should be eager participants in tourism decision making with respect to major tourism development for communities. Kepe (2004, p. 45) states that local communities should play a proactive role to ensure positive benefits from tourism.

For any community participation to be effective Shaw & Williams (2004: 182) highlight it is essential to integrate local community needs and ways of life with tourism developments to avoid the problems and conflicts' associated with erosion of local cultures. Gun (1994:16) states that tourism must be integrated into the social and economic life of the community as it involves the destination's public and private bodies and segments of the community. According to Inskeep (1994), sustainable tourism planning emphasizes the importance of community involvement and participation as a key success factor of successful tourism development.

2.3 Typology of Community participation in Tourism

Development

Leksakundiolk (2006) as cited in Aref and Redzun, (2008) established a typology of community participation .This typology includes:

- 1. Manipulative Participation:** Tourism development projects are generally developed by some powerful individuals, or government, without any discussion with people and

community leaders. The benefits go to some elite person; the lower classes may not get any benefits. Participation is simply a pretence, with ‘people’s’ representatives on official boards but who are unelected and have no power.

2. **Informing/Passive Participation:** people are told about tourism development programs, which have been decided already, in the community. The developers run the projects without listening to the local people’s options.it involves unilateral announcements by an administration or project management without any listening to people’s responses. The information being shared belongs only to external professionals.
3. **Participation by Consultation:** People are consulted in several ways, e.g. involve in community’s meeting or even public hearing. Developers may accept some contributions from the locals that benefit their project. People participate by being consulted or by answering questions .external agents define problems and information gathering processes, and so control analysis. Such a consultative process does not concede any share in decision –making, and professionals are under no obligation to take on board people’s views.
4. **Interaction:** people have greater involvement in this level. The rights of local people are recognized and accepted at local level by organizations, but receives limited support from government agencies. Here participation is seen as right , not just the means to achieve project or development programs. As groups take control over local decisions and determine how available resources are used, so they have a stake in marinating structures or practices.
5. **Partnership:** conciliation between developers and local people is developed in the participatory process. Local organizations elect the leaders to convey their opinion and negotiate with external developers. There are some degrees of local influence in the development process. The benefit may be distributed to the community in the form of collective benefits and jobs and income to people.
6. **Empowerment:** Empowerment is the highest rung of community participation, in which local people have control over all development without any external force or influence.

The benefits are fully distributed in the community.

7. Self-mobilization: Local people may directly contact explorer tourists and develop tourism service by themselves. Some programs may be supported by NGOs that have had no involvement in the decision making of the local community. Local communities develop contacts with external institutions for resources and technical advice they need, but retain control over how resources are used. Self –mobilization can spread if governments and NGOs provide an enabling framework of support. Such self- initiated mobilization may not challenge existing distributions of wealth and power.

2.4 Factors Influencing Community participation in Tourism

Local communities can participate in the tourism industry in various ways. Communities can participate in the decision making process (Tosun, 2000).one of the basic principles of pro-poor tourism is that local communities must participate in tourism decisions if their livelihood priorities are to be reflected in the way tourism is developed (Chock and Macbeth , 2007, p.147). According to Zhao and Ritchie (2007), this can be achieved through engaging local communities as members in the public and tourism related decision making bodies.

Community participation through decision making is a crucial determinant to ensure that the benefits local communities get from tourism are guaranteed, and their lifestyles and values are respected. However, this approach is rarely found in developing countries (Tosun, 2000; Li, 2005). In his study about community the nature of community participation expected by the local community in Turkey, Tosun (2006), observed that local communities need to be part and parcel of the decision making body through consultation by elected and appointed local government agencies or by a committee elected by the public for specifically developing and managing tourism issues.

It is, however, important to note that community participation in decision making is not only a desirable but also necessary so as to maximize the socio economic benefits of tourism for the community. It is perhaps one of the most important elements of tourism management to enable communities who often serve as tourist destinations and for that matter suffer from the negative

impacts, to get involved and eventually participate in planning decisions regarding tourism development. This is important in order to create better handling of the negative impacts of tourism development (Li, 2004; Tosun, 2000). Much of the literature seems to support the idea that if local communities want to benefit from tourism, they must be integrated into the decision making process. However , Li (2005), while studying community decision making participation in tourism development in Sichuan Province , China pointed out that there was weak local participation in the decision making process yet local communities received satisfactory benefits from tourism. It is equally important to note, therefore, that integration of local communities into the decision-making process is “not a final goal itself” but only one of the many ways through which community participation can be achieved (Li, 2005, p. 133).

Another way to involve and attract community participation and ultimately their support in tourism development is through local job creation (Zhao and Ritchie, 2007). Since tourism offers better labor –intensive and small scale opportunities (Chok and Macbeth , 2007) and since it happens in the community , arguably, it is thought to be one of the best laced potential sources of employment opportunities for local communities , inclusive of women and the informal sector(Li, 2005). Community participation through employment opportunities, as workers or small business operators, can be a catalyst to the development of tourism products and services, arts, crafts and cultural values, especially through taking advantage of abundant natural and cultural assets available in communities in developing countries (Scheyvens, 2007). Tosun (2000) stressed that community participation through working in the tourism industry has been recognized to help local communities not only to support development of the industry but also to receive more than economic benefits.

Apart from participation in the decision- making process Kibicho (2003) further identified that 88.6 percent of 236 members of the local community who participated in his study stated that encouraging local people to invest in, operate small scale businesses, and work for the tourism industry is a suitable means for community participation. This is in line with Tosun (2000) who underlined that in many developing countries community participation through employment as workers in the industry or through encouraging them to operate small businesses, has been recognized to help local communities get more economic benefits rather than creating

opportunities for them to have a say in decision making process of tourism development.

A previous study in Kenya by Manyara et al (2006), however, suggested that there are considerable obstacles to the development of indigenous small and medium tourism enterprises, such as access to the global marketplace, literacy and numeracy , sector specific skills , access to capital , resource ownership and lack of government support.

2.5 Barriers to community Participation in Tourism Development

Although community participation is one component of sustainable tourism development, it usually faces barriers in tourism development .Theoretically, tourism can create better opportunities for achieving community participation, but there are still barriers to effectively use of tourism development for community development. Barriers to community participation in the tourism development are hardly debated by scholars of tourism (Moscardo, 2008). In the third world countries, a lack of community participation is an influential barrier to tourism development (Aref, Redzunand & Emby, 2009) retrieved from <http://www.eurojournals.com/ejsr.htm>.

According to Tosun (2000), there are operational, structural and cultural barriers to tourism development in many developing countries. Those organized in operational obstacles include the centralization of public administration of tourism development, lack of coordination between involved parties and lack of information made available the local people of the tourist destination as attributed to, but not limited to, insufficient data and poor dissemination of information. Under these conditions low community involvement in tourism development process is inevitable as people are not well informed. Those categorized as structural impediments include institutional, power structure, legislative and economic systems. They mostly negatively impact on the emergence and implementation of the participatory tourism development approach. And those identified as cultural limitations include limited capacity of the poor to effectively handle development (ibid).

Cole (2006) while focusing on spontaneous community participation, which is the highest level of community participation, identified a number of barriers that make active local community

participation hard to achieve in the tourism industry .Lack of ownership, capital, skills, knowledge and resources all constrain the ability of communities to fully control their participation in tourism development. Manyara and Jones (2007) further identified that elitism ,empowerment and involvement ,leakage of revenue , partnerships , access to tourists , transparency in benefit sharing , lack of an appropriate policy frame work to support the development of community initiatives have significant impacts on community participation in the industry. These obstacles all together collectively make it difficult for the local community to participate in the tourism development process. Moscardo (2008) argues that lack of knowledge of tourism markets has been used in many developing countries to justify the exclusion of local residents and other community stakeholders from involvement in marketing decisions. According to Hall et al (2005), limited skill and knowledge can contribute to false expectations about the benefits of tourism and lack of preparedness for the change associated with tourism, and limits opportunities for local communities to benefit from tourism business opportunities. Nonetheless, one approach to ensure that local communities can overcome those barriers and ultimately participate actively in tourism development is to empower them (Van der Duim et al 2006; Tosun, 2000)

2.6 Community Participation in Tourism Benefit Sharing and Decision Making Process

Sharing tourism benefits with local communities has always been seen as one of the various modes of community participation in the industry. In other words, participation of local communities through sharing the benefits of tourism is one of the major viewpoints for community participation in tourism (Tosun, 2000; Li, 2004).community participation has long been recognized as a tool for balancing power in decision making and spread the benefits of development projects .however , empowerment is a long- term and continuing process. In a top down development context, the sharing of benefits is likely to precede community involvement and participation in decision- making. In tourism participation in decision making of the local community has been suggested as one way to balance the physical and commercial orientation of tourism development with the needs and goals of local people ,to enhance destination planning ,to ensure the maintenance of a “sense of place” ,to foster a better understanding of the entire

development situation, to promote the formation of a common value base , to increase recognition of interdependence among stakeholders , and in these ways, to promote sustainability(Murphy ,1995 and Haywood 1997).

As Tosun (2000) pointed out the practicality of participation in decision making is seldom considered in detail when researchers suggest that developing countries should adopt the Western notion of participation in decision- making .In the absence of a careful examination of the local political and planning environments, it is hard to determine whether or not community participation in decision making is likely to work at a destination (Din, 1997). Participation in Decision Making is likely to be meaningful only where it is politically acceptable to the government).Participation in Decision -Making is sometimes little more than a public relations exercise and has many challenges, including the costs of time and money involved. Further, decision- making can still be difficult when the public has diverse perspectives –consensus may not be achieved (Cooke and Kothari, 2001). On the other hand, Participation in Decision- Making can, in theory, be an empowering process in which the public, assesses, plans, manages and controls collective actions (Askew, 1989).Thus, Participation in Decision- Making can be a tool used for rebalancing and decentralizing power (Willis, 1995).Participation in Decision -Making, however, faces an immediate obstacle in a top -down political situation in which the powerful may be reluctant to relinquish or dilute their power.

According to Timothy (1999), community participation in tourism development can be interpreted from at least two perspectives: participation in decision making (PDM) and participation in benefit sharing (PBS).Participation in benefit sharing (PBS) reflects in an interest in finding forms of development thorough which benefits actually reach the majority of the population (Kaufman, 1997) .Participation in Decision Making will reinforce Participation in Benefit Sharing in the long run, further contributing to participation in Decision Making. (Friedmann, 1992).Mathieson and Wall (1982) pointed out that one of the main objectives of tourism development should be to provide a means for improving the lives of residents of destination areas.

The only way that may ensure sustainable tourism development requires enhanced cooperation and concrete partnerships among tourism actors that include industry, government at all levels,

local communities, protected area managers and planners, and the tourists themselves. In this case benefit sharing is an important management tool to consider in motivating stakeholders (Eagles 2002:49)

CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Research Methods and Procedures

3.1.1 Data type and source

The study used both primary and secondary data. As a primary source of information, the researcher gathered quantitative and qualitative data which was obtained through questionnaire and interviews respectively.

The information obtained from primary sources was supplemented by document analysis as a source of secondary data.

3.1.2 Sample size and Sampling Procedure

The research was conducted on purposively selected tourism site, Axum. The study area was selected because it was assumed to be the highest potential tourism area in Tigray.

After identifying the study area, the respondents were selected by the researcher using systematic random sampling by applying the following procedures:

- 1 First, in Axum, two kebelles(Kebelle 01 and Kebelle 03) were puroposively selected from which the sample respondents were selected. The two kebelles were purposively seleced because of their proximitiy in location to the major historical sites and tourism business areas .
- 2 Second, a list of the entire households in the kebelles were obtained from the respective kebelle administrators office and that served as the basis for recruitment of the sample population. The total number of household population of Kebelle 01 was 1258 and total household population of Kebelle 03 was 1218
- 3 Third, a certain identification number was given for each household of the selected kebelles of the study area.
- 4 Fourth, by using systematic sampling approach specific households or respondents for the questionnaire was identified.

By using this procedure, the researcher used 150(78 from Kebelle 01and 72 from Kebelle 03) samples from the already identified kebelles.

3.1.3 Methods of Data Collection

To achieve the objectives and address the research questions, the researcher used multiple data collection methods.

3.1.3.1 Household questionnaire survey -the researcher prepared a household questionnaire survey for the local residents in the study area. The household questionnaire contained both closed and open ended questions, yes or no and five point rating scale to express their perceptions and answers.

3.1.3.2 Profile of Survey Respondents

Table 3.1 lists the characteristics of the members of the local community in Axum who responded to the household Survey. The study population comprised a total of 150 respondents from households in the two Kebelles. 52 percent of the respondents were from 01, while the remaining 48 % were from kebelle 03. The household size of each Kebelle was determined based on the household population size of the particular Kebelle.

Among the 150 respondents, 57.3 percent (86) were males, and 42.3 percent (64) were females.32.7 percent of respondents had a primary education, 44.7 percent had a secondary school education and 12 percent had a college or university education. The remaining 10.6 percent were without any formal education. The respondents were highly diverse in terms of their ages with age groups 25- 34 (8 percent), 35-44(28.7 percent), 45- 59(32.7percent) and older than 60 (4.6 percent).

The respondents had also varying periods of living and experience in the study area. The majority of the respondents (69.6%) had lived in the study area since they were born while 21.3 percent had lived there longer than 10 years. Only 9.3 percent had lived in the study area for less than 10 years. This shows that the respondents were long – time members of the local community. Of all the respondents, 31.3 percent were businessmen/women while 42.2 percent were employed. The rest 17.3 percent and 8.7 were unemployed peasants.

Table3.1: profiles of survey respondents

Respondent Characteristics	Number of respondents	Percentage
Gender		
Males	86	57.3
Females	64	42.7
Education		
Primary school education	49	32.7
Secondary school education	67	44.7
College / university education	18	12
Without formal education	16	10.6
Age		
16-24years old	12	8
25-34years old	43	28.7
35-44years old	49	32.7
45-59years old	39	26
60 + years old	7	4.6
Period of living		
Lived less than ten years	14	9.3
Lived longer than ten years	32	21.3
Born in the study area	104	69.6
Occupation		
Peasants	13	8.7
Business	47	31.3
Employed	64	42.7
Unemployed	26	17.3
Location		
Kebelle 01	78	52
Kebelle 03	72	48

Source: own data

3.1.3.3 Semi-structured Interviews -The researcher conducted a semi structured one – to

– one interview with the community based tourism organizations, tourism related business organizations and government agencies. The data for this study collected through in –depth one -to -one interviews with various tourism stakeholders available in the study area. These include:

1. Tourism businesses such as hotels, tour operators
2. Government agencies in the study area
3. Managers who work in community based tourism organizations/projects

These people were chosen because of their extensive knowledge, experience, expertise and involvement with the tourism sector in the study area. In other words they were selected based on their ability to contribute to the overall research objectives.

3.1.3.4 Profiles of Interviewees

Table 3.2 presents the interviewees participated in this study. Among the interviewees 7 were local government officials, and 9 were tourism business organizations while 3 were from community based tourism organizations.

Table 32: Breakdown of interviewees

Name of organizations , agency and tourism business	Interview code	Total number of interviewees
Axum Tourism office	Government 1-7	7
Tourism businesses	Tourism 1-9	9
Community Based Tourism Organizations	Community 1-3	3
Total		19

Data source: own data

3.1.3.5 Structure of the interviews

All the interviews were conducted by the researcher himself. Those who participated in the interview were encouraged to give expression to their views thoughts and intentions , all interviews were conducted in Tigrigna language in which all interviewees were familiar with and in which the researcher is fluent.

Each interview was conducted at a mutually convenient time and place and covered questions about community participation in tourism, particularly in decision making, benefit- sharing and tourism's contributions as a means of income generation.

3.1.3.6 Document Analysis: Secondary data such as research findings, reports, journals, newspapers and other documents relevant to community based tourism in the study area were used by the researcher.

3.1.4 Methods of Data Analysis and Interpretation

The data collected using questionnaire were analyzed and discussed in the form of tables and percentage. The completed questionnaires were coded and the quantitative data were entered into SPSS(Statistical Package for the Social Science)-computer software and the output was imported and analyzed using mean and standard deviation. In addition, a qualitative method of analysis was also used for the data collected from interview. Data obtained from the interview was used to strengthen the overall understanding of the issue.

Moreover, in order to make the research observable, it was supported by different figures of heritages and maps with explanations. Some facts and points were also assisted by a secondary sources of materials. Finally, based on the information which was obtained from the analysis part, a conclusion and recommendations were made taking into account the most important points related with objectives and problems.

3.5 Study Area Description

The research study area, Axum, is found in the central zone which is one of the six zones in Tigray. According to the census obtained from the Central Statistics of Ethiopia (2010), the population of Axum is 48, 246 (22,409 males and 25,837 females) with Kebelle 01 and Kebelle 03 having 11237 and 12456 people respectively .Axum covers an area of 171.29 square kilometers.

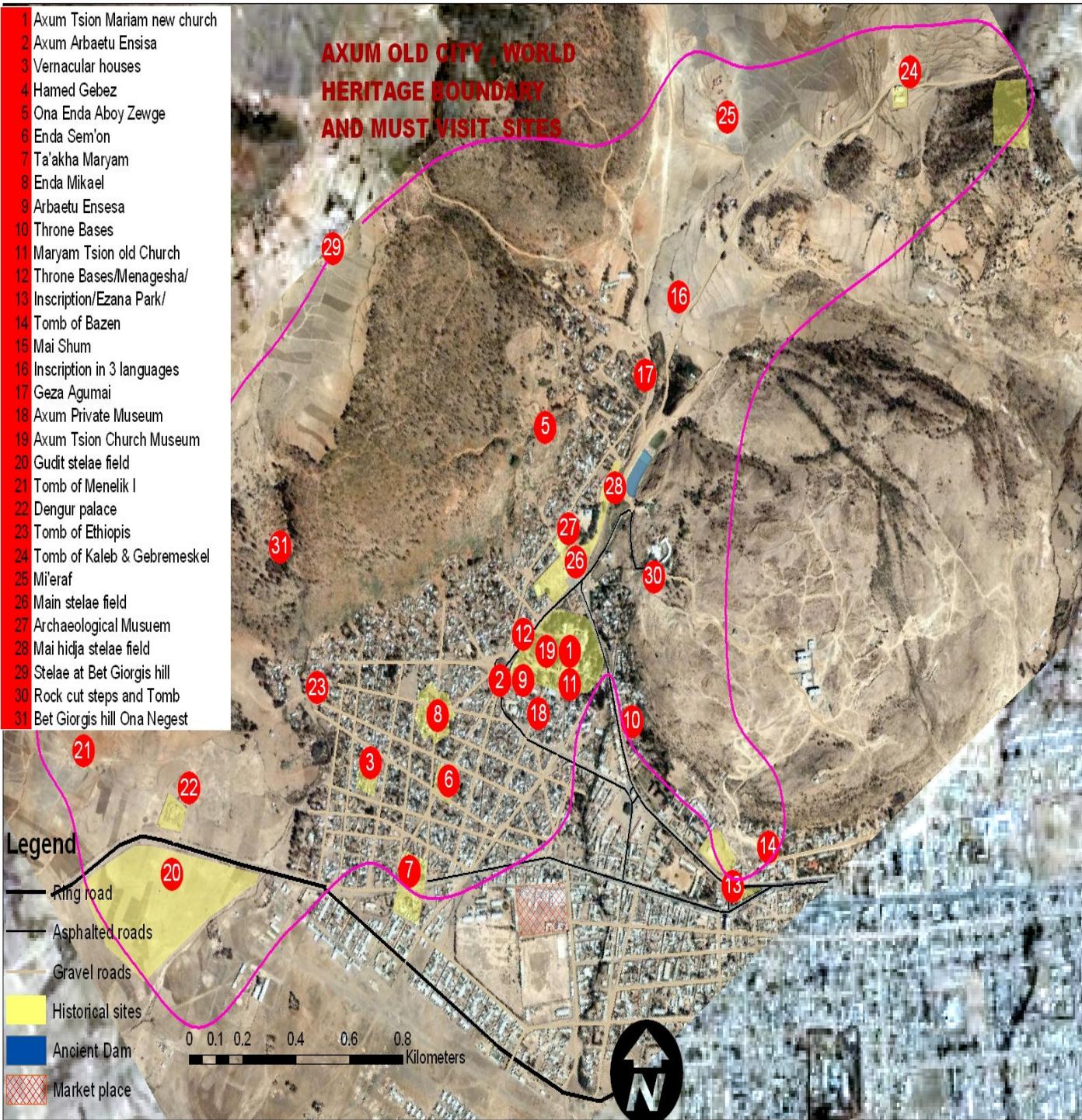
It is one of the highest tourist attraction areas and UNESCO registered tourist sites Ethiopia. It is also a place of great religious importance to the Ethiopian Orthodox Church. During the first seven centuries A.D, it occupied a pre- eminent position as the metropolis – and probably also the political capital –of a major civilization whose influence extended beyond its homeland, Ethiopia. Axum has ancient importance, as illustrated by the spectacular monuments which still survive, combined with its continuity sanctity in attracting numerous visitors from all over the world.

The tourism resources available in the study area in particular the ancient monuments as well as its being a place of great religious importance to the Ethiopian Orthodox Church, make this area more popular area than any other place in the region. The ancient monuments of Axum have featured prominently to the town's traditional culture ever since their erection.

Administrative Weredas of Tigray Region, Ethiopia



Map 3.1: Administrative Weredas of Tigray Region, Ethiopia.



Map 3.2: The major tourist sites of Axum (Source: Tigray Culture and Tourism Agency)

CHAPTER FOUR: RESULTS AND DISCUSSION

4.1 Introduction

The findings of this research are presented in this chapter. This chapter discusses the extent of local communities' participation in terms of decision making process and sharing tourism benefits in the study area's tourism industry. This chapter includes analyses of the responses given to the open and closed ended survey questions that aimed to assess respondents' knowledge of the positive impacts of tourism, how they participate in the industry?, how they view their current level of participation in the current decision making process? And what are the appropriate roles that local communities can play in the tourism development process? The findings from such analysis are integrated and compared with those from interviews and observations.

The completed questionnaires were coded and the quantitative data were analyzed by using the Statistical Package for Social Sciences (SPSS), version 17 – computer software.

Respondents were requested to rate their quantitative responses on a 5 –point Likert scale where 1= strongly disagree / significantly worse / very poor , 2= disagree / worse / poor , 3=make no difference ,4= agree / improved / good , and 5= strongly agree / significantly improved / very good. The highest the mean score shows that the idea was strongly supported or accepted by the respondents while the lowest the mean score is vice versa. The highest the standard deviation implies that there is high disparity of the responses. That is, the idea is supported by many respondents and opposed by many respondents. The analysis of the data from the SPSS produced frequencies, percentages, means and cross tabulations of percentages on each aspect .The mean and the standard deviation were calculated in order to get the statistical quantitative outputs.

4.2 Local communities' knowledge of the positive impacts of tourism

In order to assess the local communities knowledge about tourism, respondents from among the local people were asked to rate their level of agreement or disagreement with a series of statements, using a 5-point Likert scale. The results are presented in Table 4.1.

Table 4.1: Local Communities' Knowledge of the Positive Impacts of Tourism

To what extent do you agree or disagree with the following statements about tourism?	Mean	SD
Tourism generates income	4.2	0.7
Tourism provides many worthwhile employment opportunities.	4.1	0.79
Meeting tourists promotes cross-cultural exchange	3.9	1.0
Tourism encourages a variety of cultural activities by the local population.	3.9	0.9

Source: (Own data, 2010)

The higher the mean score, the stronger the agreement is. The results on table 4.1 reveal that there was strongest agreement with the statement that tourism generates income. This statement gained the highest scores (mean=4.2 , SD= 0.7).These results imply that local people understand and appreciate the contribution of tourism as a means of generating income. This idea matches with the information obtained from one of the interviewees that local communities are getting various job opportunities in the tourism businesses which is a means of income generating.

The second highest score (mean= 4.1, SD= 0.79) was the statement that ‘tourism provides many worthwhile employment opportunities’. According to the results on table 4.1 suggest that local communities in Axum were aware of the positive impacts of tourism on employment .In addition to the information gathered from the questionnaire, the interviewees revealed that several members of the local communities were formally or informally employed in the tourism industry. For example, some members of the local communities were employed by tourism establishments such as restaurants and hotels where as others had their own shops for selling different cultural and artistic products.

The statement that ‘tourism encourages a variety of cultural activities by the local population’ had the third highest score with mean = 3.9 and SD= 0.9 .This implies that local communities had some positive views of the direct impact tourism has on cultural activities. This matches with the researcher’s observation and the information obtained from the interviewees that many tourism activities going on in the study area such as cultural goods and services, souvenirs, paintings, local tour guides etc.

The statement that ‘meeting tourists promotes cross- cultural exchange’ had the last ranking with (mean=3.9, SD=1.4).The findings imply that local people were aware of the fact that tourism provides an opportunity for cultural exchange between them and the tourists. Based on the standard deviation results the idea tourism encourages cross cultural exchange was supported as well as opposed by several respondents.

The results from table 4.1 revealed that local communities were aware of the contributions of tourism industry as a means of income generating, preserving local cultures and promoting cross cultural exchange. They show that the local communities in the study area acknowledge the employment benefits generated by tourism. When the mean results are carefully examined, it is obvious that the mean scores of all variables are 3.9 and above which implies that almost all the responses spread between agree and strongly agree. Generally, the findings witnessed that local communities are aware of the positive impacts of tourism on economic and socio cultural activities. This is a good opportunity for local people to participate in tourism development process .

4.3 Means of participating Local communities in tourism development

This section focuses on identifying appropriate means of participating local communities in the tourism industry. To address this, the respondents were asked to identify appropriate means of participating local communities in tourism development. Thus, in order to examine which means of participating local communities in study area ‘s tourism development is highly advocated , through the household survey, respondents were asked on a 5 point Likert scale how strongly they agree or disagree with a series of five statements regarding various ways of participating local communities in tourism.

Table 4.2: Local people's views on means of participating them in tourism

In your view what are the appropriate means of participating local communities in tourism development?	Mean	SD
Taking part actively in tourism decision making process	4.2	0.6
Attending tourism related seminar , workshops , conferences etc	3.2	1.3
Encouraging local people to work for the tourism sector	3.3	1.4
Encouraging local people to invest in tourism	3.7	0.9
Sharing tourism benefits to the local people	4.0	0.8

Source: (Own data, 2010)

According to table 4.2, the respondents stated taking part actively in tourism decision making process as the first means of participating local communities in tourism with mean and SD 4.2 and 0.6 respectively .The idea that ‘sharing tourism benefits with local community’ is a means of participating local communities had the second score (mean =4.0, SD= 0.8) the statement that ‘encouraging local people to invest in tourism sector’ is a suitable means of participating local people in tourism had the third highest score (mean =3.7 , SD= 0.9) while the statement ‘encouraging local people to work for the tourism sector’(mean =3.3, SD=1.4) and ‘attending tourism related seminars, conferences and workshops’ (mean=3.2, SD=1.3) are appropriate ways to participate local communities in tourism were ranked fourth and fifth respectively. The standard deviation results in the above table shows that the alternatives encouraging local communities to work for tourism and attending tourism related seminars , workshops and conferences were supported as well as opposed by several respondents

One of the interviewees from the government agencies stated that local communities are encouraged to work for the tourism sector and to invest in tourism. For example, members of the local communities are encouraged to work as local tour guides.

From table 4.2, it is clearly revealed that the local people are highly interested to actively participate in the tourism industry in terms of decision making and sharing tourism benefits. Besides, the result revealed that local communities want to be encouraged to invest in the tourism sector.

4.4 Roles of Local Community in Tourism Development

The following section deals with what roles should local communities play in tourism development process in their local area. To meet this, the respondents were asked to rate what appropriate roles should they play in the industry in the study area. The respondents ranked the appropriate means of participating local communities in the tourism industry based on the survey questions. The result is presented in Table below.

Table 4.3: Local people's views on their role in the in tourism development

In your view what should be the appropriate role of local communities in tourism development?	Mean	SD
Local people should be consulted when tourism policies are being made	3.9	1.1
Local people should have a voice in the decision making process of local tourism development	4.6	.48
Local people should be financially supported to invest in tourism development	3.9	0.9
Local people should be consulted but the final decision on tourism development should be made by formal bodies	3.0	1.3
Local people should take the leading role as workers at all levels	3.2	1.2
Local people should not participate by any means	1.0	.00
Local people should take the leading role as entrepreneurs	3.8	1.0

Source: (Own data, 2010)

Table 4.3 reveals that respondents showed the strongest support to the idea that 'local people should have a voice in the decision making process of local tourism development' (mean =4.6, SD=0.48). The second most preferred option was the idea that 'local communities should be consulted when tourism policies are being made' (mean = 3.9, SD=1.1). The idea that 'local people should be financially supported to invest in tourism development' (mean =, 3.9 SD=0, 9)

had the third highest ranking followed by the statement ‘local people should take the leading role as entrepreneurs (mean =3.8, SD =1.0).the statement that local people should take the leading role as workers at all levels ranked the fifth means of participating local communities (mean =3.2, SD=1.2). The statement that ‘local people should be consulted but the final decisions on tourism development should be make by formal bodies’, was ranked as the sixth alternative (mean=3.0 SD=1.3). This implies that respondents need to include local people’s participation in the final decisions as well. That means local people should not just be consulted but they should be also part of the final decisions.

On the contrary, the respondents rejected the statement that ‘local people should not by any means participate in tourism development by any means’ (mean =1.0, SD=.00).This was the only idea that was totally rejected by all respondents. This implies that the local communities want to participate in tourism development in their local area.

The results from the standard deviations show that there was a broader range of responses to the statements: local communities should be consulted but the final decision must be made by formal bodies, local people should take the leading role as workers at all levels and local people should take the leading role as entrepreneurs.

Regarding whether local people should have a voice in the decision making process of local tourism development , which was the first most accepted option , respondents who supported this statement said that the idea is likely to facilitate tourism development in there area since the local communities know their area better than anyone else. Besides they stressed that allowing local communities to have a voice in the tourism development issues could help to protect the community interests and increase transparency and accountability.

Regarding the statement local people should be consulted when tourism policies are being made, which is the second most accepted option, respondents raided various reasons for their rating. They argued that the statement gives good opportunities for the local people to express their views to the policymakers. It also ensures policy makers to get views from stakeholders so that policy makers can prepare a policy that meets the demands of stakeholders and addresses their

concerns. The respondents also felt that the idea would help to ensure policy makers hear and consider local people's needs priorities and concerns. It would help to avoid or at least minimize policymakers' tendency to favor government interest at the expense of the local community.

Respondents also provided various reasons for the idea local people being financially supported to invest in tourism. First, they believed that the idea would lead to more and improved tourism facilities (hotels, campsites, restaurants etc), tourism products and services in their area. Second more employment opportunities will be created by the new investments in their area. Since the main obstacle to invest in tourism is lack of capital it will improve the local people's capacity to invest as entrepreneurs. Fourth reason of respondents for their rating was that the statement aims to increase and improve tourism products and services for tourists as many people will get into the business.

Overall , from above table's total the respondents tended to support the six ideas , but showed the strongest support to the idea that local people should have a voice in the decision making process of the tourism development in their local area. This implies that the respondents prioritize their participation in the decision making process and this is clearly manifested by their strong objection to the idea that local people should not participate by any means.

4.5 Community Participation in the Decision Making Process Regarding Development of Tourism Establishments

Table 4.4 depicts local people's view's regarding who should make decisions about tourism development such as tourist hotels, restaurants, conference rooms, recreational areas etc in their area. The results are ranked in order of importance based on mean scores.

Table 4.4: Local people's views about who should make decisions on development of tourism establishments.

In your view, who should make decisions on tourism development of in Axum such as establishment of tourist hotel, campsites, recreational areas etc?	Mean	SD
A committee elected by local people for specially developing ,managing and controlling tourism should make decisions on tourism development in Axum(An Elected Committee)	4.1	1.2
Appointed and elected local government agencies should jointly make decisions on tourism development in Axum	3.7	1.2
Elected local government should make decisions on tourism development in Axum(Elected Officials)	3.5	2.8
Ministry of Culture and Tourism of Ethiopia And Tigray Culture and Tourism Agency should make decisions on tourism development in Axum(MCTE & TCTA)	2.5	1.5
Appointed local government agencies should make decisions on tourism development in Axum	2.2	1.3

Source: (Own data, 2010)

Table 4.4 depicts that the statement ' a committee elected by local people for specially developing, managing and controlling tourism should make decisions on tourism development' was ranked first (mean = 4.1,SD =1.2). The second was 'appointed and elected local government agencies should make decisions on tourism development' (mean =3.7, SD=1.2). The statement

that ‘elected local government should decide on tourism development issues’ had the third highest mean score (mean =3.5, SD=2.8) .The statement that the MCTE & TCTA should make decisions on tourism development issues’ had the fourth highest ranking (mean =2.5, SD=1.5). The statement that ‘appointed local government agencies should decide on tourism development issues’ had the fifth highest mean score (mean = 1.5, SD=1.3).

From table 4.4, it is clearly understood that local communities wish to have an elected committee for specially developing, managing and controlling tourism developments in their local area. However, the standard deviation scores reveal that the responses were overall spread far from the mean, with the broadest range being on elected local government and MCTE & TCTA.

Table 4.5: Local Communities awareness about tourism projects operating in Axum.

Are you aware that tourism projects known as Axum tourism Development project (ATDP), Ethiopian Cultural Heritage Project (ECHP) and Ethiopian Sustainable Tourism Development Project (ESTDP) operate in Axum?	Number	Percentage
Yes, I am aware of these projects operating in Axum.	46	30.7
No, I am not aware of these projects operating in Axum.	104	69.3

Source: (Own data, 2010)

The results on Table 4.5 revealed hat the majority of the respondents (69.3 percent) were not aware that the tourism projects known as ‘Axum tourism Development Project (ATDP)’, ‘Ethiopian Cultural Heritage Project (ECHP)’ and ‘Ethiopian Sustainable Tourism Development Project (ESTDP)’ operate in Axum while 30.7 percent of the respondents stated that they were aware of these tourism projects. Respondents who said that they were not aware of the tourism projects operating in the study area gave reasons that they were not given opportunities to attend such programmes.

From the result on Table 4.5, it can be inferred that the majority of the local communities were not aware of the tourism projects operating in their local area. This implies that local people were

not informed about activities being carried out by different tourism projects in the study area. This idea contradicts with the information obtained from the interview. That is, one of the interviewees from the government agencies stated that local communities are informed when new tourism projects are introduced to the study area.

Table 4.6: Local people's views about who should make decisions about tourism projects

In your view, who should make decisions about the tourism projects in Axum?	Mean	SD
Appointed and elected local government agencies should jointly make decisions about the tourism projects in Axum by consulting local people	3.7	1.2
A committee elected by local people for specially developing ,managing and controlling tourism should make decisions about tourism projects in Axum(An Elected Committee)	3.4	1.1
Elected local government should make decisions about tourism projects in Axum(Elected Officials)	3.2	0.96
Ministry of Culture and Tourism of Ethiopia And Tigray Culture and Tourism Agency should make decisions about tourism projects in Axum(MCTE & TCTA)	3.6	1.2
Appointed local government agencies should make decisions about tourism projects in Axum	2.8	1.4
Market forces	2.54	1.26

Source: (Own data, 2010)

The results on table 4.6 indicate that ‘appointed and elected local government agencies by consulting locals should make decisions about tourism projects in Axum gained the highest mean score (mean =3.7, SD=1.2) the second was the MCTE & TCTA should decide on tourism projects in the study area’ (mean =3.6, SD=1.2). The third highest ranking was ‘the idea that a committee elected by local people (mean =3.4, SD = 1.1). The idea that ‘elected officials’ and

'appointed officials should make decisions about tourism projects' ranked fourth and fifth respectively.

Those who supported the idea that appointed and elected officials in consultation with local believed that their involvement in the decision making process would improve the development of tourism in their local area.

Respondents who supported elected committee should make decisions argued that since tourism happens in their area they should be part and parcel of the decision making process. Secondly they stated that members of the elected committee know the needs of the local communities better than others.

According to the results on table 4.6, unlike the tourism establishments, the local people preferred decisions regarding tourism projects to be made by appointed and elected local government. The idea that market forces should decide got the last rank (mean=2.54 and SD=1.26).

The standard deviation results in Table 4.6 depict that there was great disparity among the respondents the highest being on appointed local government agencies. Besides the results state that respondents give the highest attention to being consulted by appointed and elected local government agencies in terms of decision -making.

Table 4.7: Who should make decision on tourism development in Axum?

In your view, which of the following is <u>best</u> placed to make decisions on tourism development in Axum such as establishment of tourist hotels, campsites etc?	Tourism establishments		In your view, which of the following is <u>best</u> placed to make decisions about tourism projects in Axum?	Tourism projects	
	Ranking	Percentage		Ranking	percentage
Appointed and elected officials by consulting locals	1	72.4	Appointed and elected officials by consulting locals	1	68
MCTE & TCTA	2	16	MCTE & TCTA	2	15.2
An elected committee	3	5	Elected Officials	3	7.4
Elected officials	4	3.6	An elected committee	4	5.8
Appointed officials	5	3	Appointed officials	5	3.6

Source: (Own data, 2010)

The results in the above table indicate that the respondents had multiple choices regarding the question ‘who is best placed to make decisions about tourism establishments and tourism projects in Axum’. The majority of the respondents stated that ‘appointed and elected officials by consulting local people should make decisions about tourism establishments and tourism projects in the study area’. About 72.4 percent of the respondents selected ‘appointed and elected officials by consulting locals’ for tourism establishments and 68 percent for tourism projects. The second ranked alternative was the idea that MCTE & TCTA should make decisions with 16 percent and 15.2 percent for tourism establishments and tourism projects in the study area. Elected committee stood third in the case of tourism establishments with 5 percent while appointed officials stood third for tourism projects. The results in the table further depict that local communities have multiple choices regarding who is best placed to make decisions regarding tourism establishments and tourism projects. Despite the difference between the two variables, the respondents had similar ranking in the two cases.

From the results on the above table, it is clear that local communities want to be part of the decision making process regarding tourism establishments as well as tourism projects. This idea is strengthened by having the highest percentages from the two groups (72.4% and 68%).

4.6 The Level of Community Participation in the Current Decision – Making Process

This section assesses local people’s views about the current level of their participation in the tourism decision making process in their area. In order to determine this respondents were asked how local people participate in the decision making process for the tourism establishments and tourism projects. The results are presented in table 8.

Table 4.8: Local people's view about the level of local people's participation in the current decision making process

In your view , how do you generally rate the level of local people's participation in the current decision making process regarding--	Mean	SD	Good & very good (%)	Didn't make any difference (%)	Poor & very poor (%)
Tourism establishment in Axum such as tourist hotels, campsites etc?	2.2	1.3	22.0	6.5	71.5
Tourism projects in Axum?	2.1	1.3	18	4.6	77.4

Source: (Own data, 2010)

About 71.5 percent of the respondents stated that the level of local people's participation in the decision –making process regarding tourism establishments is very poor or poor. Similarly 77.4 percent of the respondents stated that local people's participation in the decision making process regarding tourism projects operating in Axum is poor. The result depicts that local people's participation in tourism establishments as well as tourism projects is poor.

Based on the information obtained from the interviewees, there is a main committee known as 'Axum Destination Committee' which was established in June, 2009. The members of this committee are from the Zone Administration, Axum Tourism Office, Axum Municipality, Axum Chambers of Commerce, and Tour Guides Association, Hotels Association, the Church. This committee is led by the mayor of the study area. There are also three sub committees under this committee known as Attraction Committee, Accommodation Committee and Access Committee. The Attraction Committee is led by Axum Tourism Office while the Access and Accommodation Committees are led by the town's municipality

According to the information obtained from the interviewees all the members of the main as well as the subcommittees are from the government offices and tourism businesses. That is, the decision making body does not include members from the local residents. This situation matches

with the result depicted on table 10. The interviewees from the government agencies responded that even if there are no members in the committees from the local communities, they believed that the local communities can be represented by the government agencies.

From the above it can be deducted that local people's participation in the current decision making process is not satisfactory. That means the majority of the respondents stated that their participation is poor.

Table 4.9: Local people's feeling about their participation in the current decision making process

In general , do you feel personally participating in -----	Yes		No	
	N	%	N	%
The decision making process of tourism development in Axum such as establishment of tourist hotels, restaurants, campsites etc?	58	38.7	92	61.3
The decision process of tourism projects in Axum?	47	31.3	103	68.7
The tourism development process in Axum	67	44.7	83	53.3

Source: (Own data, 2010)

The results on Table 4.8 revealed that 38.7 percent of the respondents feel that they are participating in the decision making process of tourism establishments while 61.3 percent of the respondents stated that they don't feel participating. Regarding the decision making process of tourism projects in their local area 31.3 percent stated that they are participating while 68.7 percent felt they are not participating. In the same table it is stated that 44.7 percent of the respondents believed they are participating in the overall decision making process about tourism development process in their local area and 53.3 % of the respondents stated that they are not participating. This implies that the majority of the respondents feel that they are without voice in the decision making process of tourism development in their local area.

Those who felt they were not participating argued that there were no clear mechanisms of to make local communities participate in the tourism development process. This indicates that there is a need to develop appropriate mechanisms that enable local communities to participate in the overall tourism development process. An interviewee from the government agencies also stated that decisions in general matters about tourism development in Axum are made by the government. As to the barriers that stop local communities from participating in the tourism development process, the interviewees stated that lack of sector specific skills, training and financial problems are the main barriers.

From this table it can be deducted that local communities do not feel participating in the decision making process of tourism establishments, developments and projects operating in their local area. When the three cases are compared the highest percentage of the respondents who stated of not participating is revealed in the case of tourism projects.

4.7 Community Participation in the Sharing of Tourism Benefits

As it was stated in section 2.5 of chapter two, participation of local communities in the sharing of tourism benefits is central to community participation in the tourism industry in line with participation in the tourism decision making process. Local people's participation in the sharing of tourism benefits with the tourism businesses in the local area can be assessed in the following ways.

- **Local employment creation-** providing job opportunities specifically for local People.
- **Capacity building for local people –** empowering local people to access tourism benefits through the provision of work experience opportunities , training , advice loans , or aid to enable local people to work for the tourism or invest in tourism as entrepreneurs.
- **Sharing the tourism profits with local communities –** using part of the business income to support community initiatives , purchase locally, sponsor local charities or community based organizations ‘ sponsor local events or sporting teams .

The above three factors were the main focus of the interview questions. The main objective of the interviews was to identify whether a particular tourism business had any scheme or mechanism of sharing tourism benefits related to any of the above three factors.

Hence the extent to which local communities participate in the sharing of tourism benefits was determined by holding interviews with tourism businesses, government agencies and community based tourism organizations.

1. Local Employment Creation

The tourism businesses which participated in the interview responded that they had a scheme that considered creating job opportunities for local people. However, depending on the nature and the reason why the tourism business was established the tourism businesses had different approaches to the employment creation. Local tour guides and local tourism groups such curio shop operators, hand craft also play important roles in job creation for local people. An interviewee from the government stated that local communities are provided opportunities to create jobs for themselves and others by participating in crafts and hotel guide services. Interviewees from tourism businesses strengthened this idea that they are making local communities benefit from tourism by employing local communities in their businesses and creating market linkages. For example, hotels and restaurants in the study area purchase fruits, vegetables etc from micro and small enterprises in the study area.

2. Capacity Building Programmes

The interview held with the tourism businesses revealed that the respondents from the tourism businesses in the local area had no any form of capacity building programme which specifically target local people. Where as interviewees from the government agencies stated that they provide trainings and educations which enable local communities to participate in the tourism industry in the local area. In addition to the trainings and education offered, the interviewees from the government agencies stated that credit facilities , financial aid and advice are provided mostly to disadvantage groups of the local community such as youths and women so that they can participate in the tourism industry.

3. Sharing Tourism profits with the Local Community

In terms of sharing tourism profits with local communities, the tourism businesses stated that they had no formal schemes of sharing their profits but they sponsor local charities, sporting events and various local events when they get it important. However, even though establishing different social services such as schools, classrooms, clinics for the local communities is one of the mechanisms of sharing tourism benefits, there is no any tourism business undertaking sharing tourism profits in such a way.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1 CONCLUSION

With reference to the results obtained in chapter four the following conclusions are forwarded.

According the results there was general agreement that tourism encourages a variety of cultural activities and that meeting tourists promotes cross cultural exchange. They also acknowledged that tourism provides employment opportunities and is one of the means of income generating. Besides, the respondents identified the appropriate means of participating local communities in tourism development. In their rating respondents prioritized taking part actively in the decision making process (mean= 4.2) and sharing tourism benefits (mean= 4.0) as appropriate means of participating local communities.

The research findings further revealed that local communities wish to take part in the tourism development decision making process. The findings have witnessed that while local communities recognize and acknowledge the need to involve tourism professionals and experts when making decisions about tourism development , they insisted that they themselves wish to participate in the decision making process. Local people strongly stated that ‘taking part actively in the tourism decision making process’ is an appropriate way of participating the local community in tourism development .This was overall the most accepted means of participating local communities in tourism development. Generally, local people want to see decisions about tourism development in their local area made jointly by government officials and elected committee in consultation with the local community.

As to what roles should local people play on tourism development, the respondents stated that local communities should have a voice in the decision making process of local tourism development (mean = 4.6) and should be financially supported to invest in tourism and consulted when tourism policies are being made with similar mean score 3.9.

Similarly, the research findings have revealed that local people are interested to participate in the sharing of tourism benefits. However the findings from the interviewees have shown that tourism businesses in the study area did not develop formal benefit sharing schemes, except the

employment opportunities created in the tourism businesses that favor local people to access tourism benefits. That means the tourism businesses in the study area did not establish capacity building programmes and were not having specific ways of sharing tourism benefits for the local communities.

Tourism development in Axum has made some improvement income generating projects, entrepreneurial training, and accessibility. This implies that tourism development in the study area is an important means of income generating and contributing to the socio-economic wellbeing of the local communities.

Generally speaking, the result suggests that there was a general agreement among the respondents that tourism creates employment opportunities and is a means of generating income. The respondents also acknowledged that tourism encourages a variety of cultural activities by local people and that meeting tourists promotes cross cultural exchange between the local people and the tourists. Furthermore, the respondents believed that local communities should actively participate in the decision making process regarding tourism establishments as well as tourism projects operating in their local area and sharing of tourism benefits.

5.2 RECOMMENDATIONS

Based on the findings, the researcher proposed the following recommendations to improve the level of local communities' participation in tourism development.

- The findings have revealed, that although local communities have the interest to participate in the decision making process , they felt that they are not participating .Therefore, the government as well as concerned stakeholders should create favorable conditions for local people to participate in tourism decision making processes.
- Based on the findings, the private tourism businesses do not have specific approaches/ schemes for sharing tourism benefits with the local people. This suggests that the need to have a policy in place which would ensure the tourism businesses to have more systematic schemes of benefit sharing such as employment opportunities targeting local people, capacity building programmes and assisting local development initiatives or programmes. This helps to create opportunities for local people to generate income and to ensure the sustainability of tourism development.
- In order to increase the contribution of tourism as a means of employment creation and income generating, there is a need to establish training programmes and institutions at the community level that will create opportunities for the local people to take part and be employed in various tourism businesses. This could be realized by the collaboration of the government, tourism businesses and other concerned stakeholders. Besides, the government and concerned stakeholders should work in collaboration so that local communities could get favorable conditions to get credit access that enables them to participate in the tourism industry through MSEs.
- Since June 2009, there is an established committee known as Axum Destination Committee with three sub-committees (Access Committee, Accommodation Committee and Attraction Committee). This committee is established to manage the overall activities of tourism and to improve the attractions, accessibility and accommodations of the study area. The findings from the study revealed that all of the members of the committees are only from government agencies and tourism businesses. However, for sustainability of tourism development local communities should be part and parcel of the existing committee.

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Annex I

MEKELLE UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS DEPARTMENT OF MANAGEMENT

Household Survey Questionnaire

Community participation in Tourism Development in Axum.

Part I Demographic Characteristics of Respondents

1) Which Kebelle do you come from?

2) What is your educational level?

- Primary education
- Secondary education
- College / University
- No formal education

3) Gender of participant

Male Female

4) What is your occupation?

5) How old are you?

- | | | |
|--------------------------------------|--------------------------------------|-------------------------------------|
| <input type="checkbox"/> 16-24 years | <input type="checkbox"/> 35-44 years | <input type="checkbox"/> > 60 years |
| <input type="checkbox"/> 25-34 years | <input type="checkbox"/> 45-59 years | |

Part II Questionnaire

1) How long have you been in Axum?

Less than ten years Longer than ten years Since I was born

2) to what extent do you agree or disagree with the following statements about tourism/

a) tourism encourages a variety of cultural activities by the local population

1 2 3 4 5

b) Tourism provides many worthwhile employment opportunities

1 2 3 4 5

c) Tourism generates income

1 2 3 4 5

- d) Meeting tourists promotes cross-cultural exchange (greater mutual understanding and respect one another's culture)

3) From your experience in Axum , what impact has tourism development in Axum in the past five years had on:

a) Employment opportunities for local people

I
Comments:

b) Quality of goods and services in general

I
Comments:

c) Income generating projects for local people in general

I
Comments:

d) Entrepreneurial training (general entrepreneurial spirit and development amongst local people)

Significantly worse 1 2 3 4 5

I
Comments:

e) Accessibility (transport and communication)

Comments: _____

4) In your view, what are the appropriate means of participating local communities in tourism development?

a) Encouraging local people to invest in the tourism sector

1 2 3 4 5

b) Encouraging local people to work for the tourism sector

1 2 3 4 5

c) Taking part actively in tourism decision –making process

1 2 3 4 5

d) Sharing benefits

1 2 3 4 5

e) Attending tourism related seminars, conference, workshops etc

1 2 3 4 5

f) Are there any other possibilities that you would like or you consider to be appropriate means of participating local people in tourism development?

5) In your own views, what should be an appropriate role of the local people in tourism development?

a) Local people should take the leading role as entrepreneurs

1 2 3 4 5

Comments: _____

b) Local people should take the role as workers at all levels

Comments: _____

c) Local people should have a voice in decision-making process of local tourism development

Comments: _____

d) Local people should be consulted when tourism policies are being made

Comments: _____

e) Local people should be consulted but the final decision on the tourism development should be made formal bodies

Comments: _____

f) Local people should not participate by any means

1 2 3 4 5

Comments: _____

g) Local people should be financially supported to invest in tourism development

6) What is your level of agreement or disagreement with the following statements regarding who should make decision on tourism in Axum such as establishment of tourist hotel , lodges or camp sites ?

a) The Ministry of Culture and Tourism of Ethiopia and Tigray Culture and Tourism Agency should make decisions on tourism development in Axum

1 2 3 4 5

f) Elected local government should make decisions on tourism development in Axum

Comments: _____

- g) Appointed local government agencies (who are normally representative of the central government) should make decisions on tourism development in Axum).

Comments: _____

- h) Appointed and elected local government agencies should jointly make decisions on tourism development in Axum.

Comments: _____

- i) A committee elected by the local people for specially developing, managing and controlling tourism should make decisions on tourism development in Axum

Comments: _____

- j) Market forces should make decisions on tourism development in Axum

Comments: _____

- k) Are there any other appropriate ways through which decisions regarding development of such structures in Axum could be made? (Please specify).-----

7) In your view, which of the following is **best** placed to make decisions on tourism development in Axum such as establishment of tourist hotel restaurants or camp sites etc?

- The Ministry of Culture and Tourism of Ethiopia and Tigray Culture and Tourism Agency
 - Elected local government
 - Appointed local government
 - Appointed local government and elected local government in consultation with local people

A committee elected by the local people

Other (Please specify). -----

8) Do you feel personally participating in the decision making process regarding tourism development in Axum such as establishment of tourist hotel , lodges or camp sites etc?

Yes (Please Comment how?) No (Please Comment why?)

9) In Your view how do you generally rate the level of local people's participation in the decision making process regarding tourism development in Axum such as establishment of tourist hotel, lodges or camp sites etc?

Very poor

1

2

3

4

5

very good

Comments: -----

10) Are there any ways in which the current decision -making process regarding tourism development in Axum such as establishment of tourist hotel, lodges or camp sites etc?

Yes (Please Comment how?) No (Please Comment why?)

Annex II

MEKELLE UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS DEPARTMENT OF MANAGEMENT

Interview Checklist

Community participation in Tourism Development in Axum.

LOCAL GOVERNMENT AGENCY INTERVIEW GUIDE/CHECKLIST

INTRODUCTION

This section is about the general question regarding the government agencies history, activities and roles in relation to tourism development.

1. When was this office established?

2. Why was this bureau/ office established?

3. What kind of activities does your bureau/office deal with?

4. What role/s does this bureau or office undertake in relation to tourism development in Axum?

5. What role/s do you undertake in this bureau or office?

JOBS

The following section includes question about tourism jobs in Axum

1. Do the local communities work in tourism?

2. What kind of jobs do they work for?

3. What categories of people (in terms of gender and age groups) work most in tourism?

4. Are there any barriers that stop local communities from working in tourism?

5. Do the local communities own/operate tourism business?

6. What kind of business do they own/operate?

7. Are there any barriers that stop local communities from owning/operating tourism business?

-
8. Do the local communities provide any entertainments (eg. Perform tourist show, dance etc) to tourists?

 9. Are there any barriers that stop local communities from entertaining tourists?

DECISION-MAKING

This section includes questions regarding tourism decision making process.

1. Who markets Axum as tourist area?

2. Who makes decision about how Axum is marketed both domestically and internationally?

3. Who makes decision in general matters related to tourism development in Axum?

4. Who makes decision about establishment of tourism development structures in Axum such as establishment of tourist hotel, lodges or camp sites etc?

5. What is the structure of this/these decision making body (ies)?

6. How are decision making body members selected/appointed?

7. Do residents participate in the decision making process the leads to establishment of such projects in Axum? If ‘no’, please go to question 8. If ‘yes’ , go to question 9.

8. If no, why are residents not participating in the decision making process?

9. If yes, why are residents participating in such decision making process?

BENEFIT-SHARING

This section includes questions about the distribution of tourism benefits in Axum.

1. From your experience, could you comment on who generally has benefited from the development of tourism in Axum in the past five years?

2. In what ways have local benefited from tourism?

3. Why do such people benefit from tourism?

4. Who have benefited from the tourism development (tourist hotel, lodges, camp sites, tour operations etc) in Axum?

5. In what ways have such people benefited from these developments?

6. Do such developments have specific benefit sharing policies/practices?

7. Are any improvements needed to make the distribution of these developments more successful?

Annex III

MEKELLE UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS DEPARTMENT OF MANAGEMENT

Community Participation in Tourism Development in Axum. Interview Checklist

COMMUNITY BASED TOURISM ORGANIZATIONS GUIDE/CHECKLIST

INTRODUCTION

This section is about the general questions regarding the origination's history, activities and goals.

1. When was the organization established?

2. Why was this organization established?

3. What kind of activities does your organization deal with?

4. What is/are the goal (s) of this organization?

Decision-making

This section includes questions regarding tourism organization in Axum and their decision process.

1. Who made the first decision to establishment?

2. What is the structure of the organization's decision making body?

3. How are decision making body members selected/appointed?

4. Does the organization's decision making body include member (s) of the local community? If 'no', please go to question 5. If 'yes', please go to question 6.

5. Why are there no local residents?

6. How are the local residents selected/appointed?

7. Does your organization participate residents in the decision making process? If 'no', please go to question 8. If 'yes', please go to question 8.

8. If no, why are the residents participating in decision making process of your organization?

9. If yes, how does your organization participate residents in decision making process?

10. How could the whole decision making process be improved?

JOBs

The following section includes questions about jobs in community tourism organizations and businesses in Axum.

1. What is the employment structure of your organization?

2. What types of job do you have in your organization?

3. What factors influence your employment policies/practices? (If any, how is it implemented? Does it aim to recruit locals?)

4. Are there any barriers that stop local residents from working in your organization?

BENEFIT-SHARING

This section includes questions about the distribution of tourism organizations benefits in Axum.

1. Does the organization have a specific benefit distribution policy/practice?

2. Who benefits from your organization?

3. In what ways do such people benefit from your project/activities?

4. Why do such people benefit from your organization?

5. How do you ensure such benefits reach the intended people?

6. How do you distribute such benefits among the target people?

7. Is there any improvement needed to make the benefit distribution system more successful?

Annex IV

**MEKELLE UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MANAGEMENT
Community Participation in Tourism Development in Axum.**

Interview Checklist

TOURISM BUSINESSES INTERVIEW GUIDE/CHECKLIST

INTRODUCTION

This section is about the general questions regarding the origination's history, activities and goals.

1. When was the organization established?

- 7 Why was this organization established?

- 8 What kind of activities does your tourism business deal with?

- 9 What is/are the goal (s) of this business?

JOBS

The following section includes questions about jobs in tourism businesses in Axum.

5. What is the employment structure of your organization?

6. What types of job do you have in your organization?

7. What factors influence your employment policies/practices? (If any, how is it implemented? Does it aim to recruit locals?)

8. Are there any barriers that stop local residents from working in your business?

BENEFIT-SHARING

This section includes questions about the distribution of tourism benefits in Axum.

9. Does the business have a specific benefit distribution policy/practice?

9. Who benefits from your business?

10. In what ways do such people benefit from your project/activities?

11. Why do such people benefit from your business?

12. How do you ensure such benefits reach the intended people?

13. How do you distribute such benefits among the target people?

14. Is there any improvement needed to make the benefit distribution system more successful?

Annex V: pictures of major tourist attractions partly



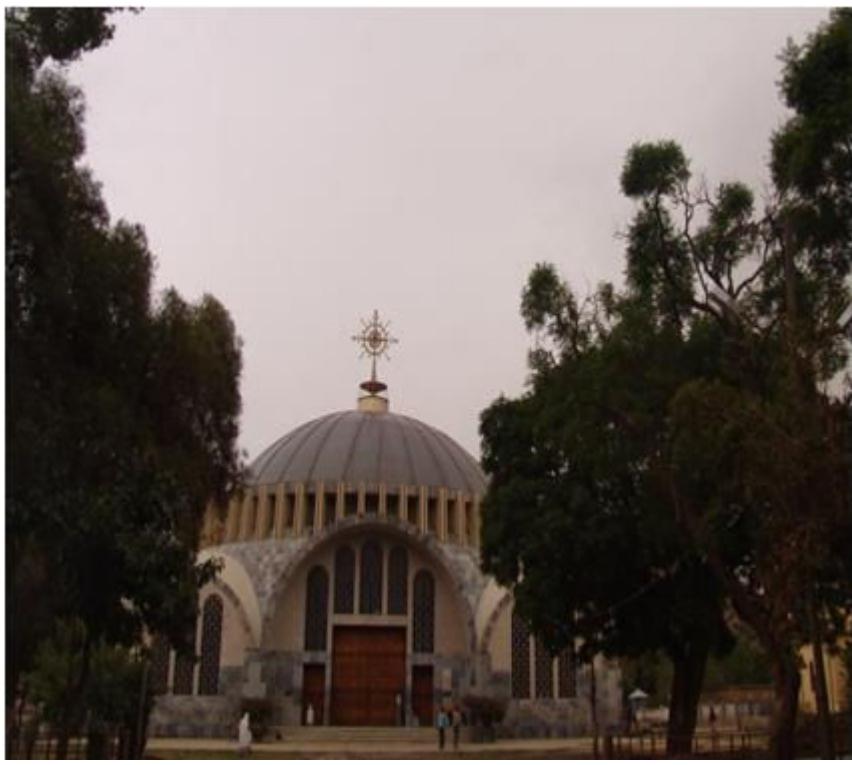
The Archeological museum



The Main Stele Park



Stele 3



St. Mary Tsion



The church museum in part



King Kaleb's Tomb





Interior Cathedral of Tsion Maryam



Old St Mary Monastery

The



Covenant museum