

MEKELLE UNIVERSITY
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**Community Participation in Tourism Development in Amhara Region:
Evidence from Lalibela Town**



A Thesis Submitted in Partial Fulfillment of the Requirement for the Award of Master of Art Degree in Development Studies.

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Declaration

I declare that this work entitled Community Participation in Tourism Development in Amhara Regional State: evidence from Lalibela Town is my original work, has not been presented earlier for the 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 suggestion of my research advisors.

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Acronyms and Abbreviations

ACTB	=	Amhara Culture and Tourism Bureau
ECHP	=	Ethiopia Cultural Heritage Project
ESTDP	=	Ethiopia Sustainable Tourism Development Programme
FDI	=	Foreign Direct Investment
GDP	=	Gross Domestic Product
GNP	=	Gross National Product
LTDP	=	Lalibela Tourism Development Project
MCTE	=	Ministry of Culture and Tourism of Ethiopia
MOFED	=	Ministry of Finance and Economic Development
PASDEP	=	Plan for Accelerated and Sustainable Development to End Poverty.
PBS	=	Participation in Benefit Sharing
PDM	=	Participation in Decision Making
PRSP	=	Poverty Reduction Sustainable Programmed
SD	=	Standard Deviation
SPSS	=	Statistical package for Social Sciences
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

ABSTRACT

Community participation is believed to enhance tourism development. This paper aims at assessing the participation of the community for the enhancement of tourism in Amahara regional state taking evidence from Lalibela. 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. Hence, to accomplish the objective of the research, the sample size of the study were 158 household respondents. 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 administration tourism professionals, tourism businesses and tourism projects. The research 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 finding of the study, the results portrayed that, local communities want to take part in 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. Therefore, the researcher recommends that, the government organizations should provide trainings, advice and loans so that local communities can participate in tourism development.

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CHAPTER ONE

1. INTRODUCTION

1.1. BACKGROUND OF THE STUDY

Tourism is one of the fastest growing industries that provide services and sales of goods for visitors who came from outside of the destination area for a period of more than 24 hours and less than one year (Chris Cooper et.al, 1990). It is strategically important industry that is directly linked to the long term prosperity of a country. According to World Tourism Organization (2005), tourism is an activity of human beings moving and staying in places outside their permanent residence and environment for recreation, business and trade purposes. Now a day, tourism is increasingly becoming an important economic sector in many developing countries (UNCTAD, 2007). The industries were one of the major sources of foreign exchange earnings and the most viable and sustainable economic development option. It contributes 11 percent of the world GNP. (UNWTO 2005).

The market share of truism in developing countries was also increasing significantly in 2003, when about 37 percent of all international tourists visited them (World Bank 2005). Tourism is one of the most dynamic economic sectors in many less developed countries (WTO 2006). According to World Bank (2005) in 41 of the 50 poorest countries of the world, tourism contributes more than 5 percent to GDP and more than 10 percent to exports.

In Africa tourist arrivals has increased from 28 million to 40 million between 2000 and 2003 an average growth by 5.6 percent compared to a worldwide 3.1 Percent doubling the financial value from 10.6 billion to 21.3 billion USD (WTO, 2006). African countries have begun to main stream tourism in to their poverty reduction strategy. This is because of the regulation of its pro poor benefits (Rogerson, 2004). The world tourism estimate that 625 million tourists traveled worldwide which generated USD 445 billion excluding transport; out of this Africa received about 8 percent of the global tourist trips, or 25 million arrivals (WTO 2006).

In Ethiopia, tourism is one of the focal sectors of five years development plan. The long term vision of the government is to make of Ethiopia is as one of the top 10 tourist destinations in Africa by the year 2020 (GTP 2010). The direct receipts from tourists to the Ethiopian economy in 2005 were estimated to be USD 130 million making tourism one of the top export sectors (World Bank, 2006). With an emphasis on minimizing the poverty reducing impacts of tourism (PASDEP, 2006-2010), the importance of involving different stakeholders in tourism development was receiving more benefit. There was growing recognition that for tourism to achieve major development impact, volumes of tourists and levels of tourist spending need to increase and that to ensure tourism growth brings the desired development impact or benefit, industry structure must be created and stronger linkage to the local community must be established (Mason, 2003). He also argued that involving local communities in tourism development is crucial for sustainable tourism development. He further commented that tourism must involve local communities in terms of economic benefits and decision making. The involvement of local communities in tourism development may enhance the social acceptance of policies so that implementation and development may be easier to effect. He also proposed that tourism should be in a position to share profits fairly with the local communities.

Aref et al, (2009) indicated that local communities are basic elements of modern tourism development. They have got a key role in tourism development as they are crucial in providing a good environmental condition for tourists. However, it had been recognized that many tourism policy develop from central governments with less local involvement and fail to cater for the sensibilities and aspiration of the community tourists visit (Havel, 1996).

Based on CSA (2007), the Amhara region is estimated to have a population of approximately 17,221, 976 and area of 159 - 123 km². The region is one of the states in the country with the highest tourism potential. Some of the features which make Amhara incredibly attractive tourism resources include historical and cultural endowments, varied and impressive natural sceneries, unique monolithic churches, archeological sites, the people's traditional songs and dances, religious ceremony and rituals. According to ACTB (2011), Amhara region received 70,000 international visitors, and the share of Lalibela was 35,169 visitors.

1.2. Statement of the Problem

Tourism is one of the major sectors in many countries, with the highest growth potential. It is the world's largest employer and one among the major source of substantial foreign exchange earnings (WTO, 2008). According to the estimates from the World Travel and Tourism Council WTTC, in (2004) tourism generates around 214.7 million jobs worldwide 8 percent of world employment and accounts for over 10 percent Gross Domestic Product. Because of this, the industry is regarded as one of the major means through which development of local communities can be realized (Kibicho, 2003).

Involving local communities in the tourism industry and ensuring they are actively participating promotes development. The involvement and participation of local communities in tourism decision making and benefit sharing has been central to sustainable development of the industry. Community involvement was decisive to ensure that high quality of services 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 might be well designed and managed and it must have active support of all local parties with an interest in and effect on tourism (Blakley 1994). It is important to note that participation of local communities is central to the development of the industry because tourism has close connection with local communities particularly hosts and guides (Scheyvens, 2002). However, it is frequently claimed that local communities were not participating actively in tourism development processes. Local communities are usually without voice in tourism development process. This situation according to Moscardo, (2006), is contrary to the principle of sustainable development which among other things emphasizes the participation of local communities.

According to World Bank (2006), community participation throughout the sector in Ethiopia is weak and shallow offering little opportunity for benefits from tourism to disperse to the local community. According to Ashley (2006), aside from the employment generated in formal sectors (hotels, transport, tour operators) there are few opportunities for poorer Ethiopians to be involved in tourism in terms of decision making and benefit sharing.

According to the report by Amhara culture and tourism bureau (2010), even though tourism is believed to contribute a lot for local economic development and benefiting local communities, but the region could not get satisfactory contribution from the industry. The involvement of the community in tourism is also negligible contributing less to the income of the local poor. Similarly, the benefit the community shares from tourism in Lalibela is too small and the participation of the local community in decision making related to tourism development has been insignificant. Hence, this study aims at assessing community participation in tourism development in Lalibela.

1.3. Objectives of the study

1.3.1. General objective

The main objective of the research was to assess the level and the role of community participation in tourism development in Lalibela

1.3.2. Specific objectives

The specific objectives of the study were:

1. To describe the number of local community members participating in community based tourism development.
2. To assess the role of the community in tourism development in the study area.
3. To explore the extent of local people's participation in the decision making process related to tourism development.
4. To assess the benefit sharing schemes in relation to tourism in Lalibela town.
5. To examine whether the local people views tourism as an alternative income generation scheme in the study area.

1.4. Research questions

The research addresses the following questions

1. How many of the local community members participate in tourism?
2. What roles do the local communities play in the development of community tourism?
3. Have the local community participated in decision making for the development of tourism in Lalibela?
4. Are there benefit sharing schemes introduced in the tourism activities of Lalibela?
5. Do local community members view tourism as an alternative income generation scheme?

1.5. Significance of the study

As to the researcher's understanding there was not any research which was conducted so far in the tourism sector under this topic in the region. Therefore, this research is expected to contribute much for government organization, NGOs, policy makers and implementers to understand the gaps and to take actions to improve the situation. The research is also expected to help (expected to contribute for the concerned stakeholders, especially to Lalibela town administration, Amhara region culture and tourism bureau) to understand issues related to major problems in the development of tourism industry. Finally, the research expected to serve as a source or reference material for conducting further research in the field.

1.6. Scope of the study

Tourism is a very wide sector that demands deep investigations, so this research would be conducted in purposively selected tourism potentials in Amhara region, North Wollo Zone, Lalibela town. The research aims at assessing community participation in tourism development in Lalibela. In terms of area or geographically the study would be carried out purposively selected site, Lalibela. This is because the area is a tourist attraction area and many community

members were participating. The study would mainly involve description or assessment of community participation in tourism development in the study area.

1.7. Limitations of the study

One may expect better results if all tourists cities in the region and in the country would be included in the study. However, due to time and budget constraints, the study is limited to Lalibela which is considered representative as it is one of the major tourist attraction centers in the region and in the country. In addition, the study is limited to descriptive assessment of existing phenomenon.

1.8. Organization of the Thesis

The study has five chapters. The first chapter consists of background of the study, the research problem, objective of the study, significance of the study, scope of the study, and research questions. The second chapter is all about the review of related literature. This chapter begins by introducing the concept of community participation and its role in tourism development. The chapter also includes discussion of various factors influencing community participation in tourism development. In addition, tourism benefit sharing schemes are discussed. Chapter three outlines the methodology used for data collection for the research. A brief of various participants involved in this study was provided. The analysis pattern of data is introduced in this chapter. Chapter four presents discussions and findings based on the research questions. Chapter five provides the conclusion and the recommendations of the study.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1 Definition and concepts

2.1.1 Tourism

Different authors defined tourism in many different ways. For instance, WTO (2002) defined tourism as one of the contemporary leading economic activity in the world, an industry characterized by the movement of people from place to place, for a given period of time and with varying reasons for the purpose of visiting.

Today, many researchers believe that tourism is recognized as one of the world's huge industries that influence economic, cultural, social and environmental sections of human life. For example, Chris et.al, (1990) proved that travel and tourism currently account for more than USD 3 trillion in spending annually and creating source of revenue for about 7.6% of the world's total employment. Likewise, the United Nations World Tourism Organization (2008) forecasts that international travel will double by 2020 and it is changing rapidly when nature, heritage, and recreational destinations become more important and as conventional tourism is forced to meet tougher environmental requirements.

2.2. World Tourism Development

WTO (2002) affirmed that tourism has internationally been known since 1950. According to Richards, and Hall, (2000) now a day's tourism is the largest and fastest growing business creating new jobs both in urban and rural areas. This is because the industry does not require long term trainings. Timotity (2003) proved that because of the increasing and fast growing of tourism, currently, there are more than 650 million international tourism arrivals in the world which will be more than 1,600 million by the year 2020 Likewise, Ashley and Mitchell, (2007 p.1) found that now a days, at local and national level, it is being seen as a generator of foreign

exchange but also considered as a tool for poverty reduction that is included in the poverty reduction strategies of more than 80% of the low income countries.

Table 2.1. Income from International Tourist (in billion USD)

	1990	2000	2006	Growth rate
World	264	474	733	177 percent
High income countries	221	352	511	131 percent
Developing countries	43	120	222	416 percent

Source: world tourism organization (2008)

Table: 2.2 Annual forecast growth rate of international tourist arrivals by regions (in the period 1995-2020)

Receiving regions	International tourist arrivals						
	Average annual growth in million				Average annual growth rates in percent		
	1995	2000	2010	2020	1995-2000	2001-2010	2011-2020
Europe	336	385	521	714	2.9	3.1	3.2
East Asia	81	93	194	388	2.7	7.6	7.2
Americas	110	93	190	282	3.3	3.9	4.0
Africa	20	130	48	78	6.2	5.7	5.1
Middle east	14	27	36	69	6.2	7.0	6.7
South Asia	4	6	11	19	5.7	6.7	5.8
World total	565	659	1000	1550	3.2	4.2	4.5

Source: World Tourism Organizing (WTO, 2002)

2.3. Tourism in Africa

WTO (2002) predicts tourism will produce 7.5 percent of total employment in sub-Saharan Africa in the next decade. Even though Africa is the world's poorest region, with almost fifty percent of its population living with less than 1 USD per day. WTO added that Africa is

recognized by its huge potentials for tourism development, especially in rural areas. WTO argues that even though there is an existing potential for developing tourism in Africa, there is no adequate facilities and services for infra structures in many place, which hampers the full use of exploiting the potential of tourism. Likewise, WTO (1999) argues that, the major trends influencing the growth of international tourism globally will apply in Africa that will particularly benefit from the increasing interest of international travel and other forms of special interest in the natural and cultural tourism. Moreover, WTO (2002) proved that there exists an opportunity for Africa to have a fairer distribution of tourist flows across the world, with the purpose of contributing the alleviation of poverty in the continent.

According to WTO, (2006) the number of international tourist arrival will reach 77 million by 2020 that represents an average annual growth rate of 5.5.percent for the period 1995-2020, which is an increase of a one and half percent above the expected forecasted rate of 3.6 percent worldwide arrivals in 1995. WTO proved that tourism is one of the main sources of foreign exchange for the majority of African countries and is very significant in 27 Africa countries that can contributes to over 2 percent of gross domestic product and 5 percent of exports to the economy. According to a study on truism in Africa conducted by World Bank (2006) net foreign exchange earnings range increased from 50 percent of gross expenditure to as much as 90 percent in more advanced economies.

Table 2.3. International tourist arrival, 1950-2020 (in millions)

Year	Europe	Americas	East Africa	Africa	Middle East	South Asia
195	16.8	7.5	0.2	0.5	0.2	0
1960	50.4	16.7	0.7	0.8	0.6	0.2
1970	113	42.3	5.3	2.4	1.9	0.9
1980	186.1	64.4	21.5	7.3	7.5	2.2
1990	282.9	93.6	54.6	15.1	9	3.2
2000	397	131.5	100.1	28.6	19.2	5.7
2010	527.3	190.4	195.2	47	35.2	10.6
2020	717	282.3	397.2	77.3	68.5	18.8

Source: WTO tourism vision (2020)

2.4. Tourism in Ethiopia

2.4.1. Tourism Development of Ethiopia

According to Ayalew (1992), in past periods, merchants played a considerable role for the introduction of religions to Ethiopia, which contributed a lot for evolution of tourism. The author proved that the Portuguese's missionaries and other European came to Ethiopia as easier visitors when they made explorations to the sources of Blue Nile, ETC (2000) affirmed that Ethiopia has an enormous potential as a tourism destination with rich collection of historic and natural sites that distinguishes it from most of its neighbors.

The commission added that Ethiopia has unique natural and cultural historic tourism assets. Mulugeta (2012) assured this fact that United Nations Educational, Scientific and Cultural Organization (UNESCO) recognizes seven world heritage sites in Ethiopia (Axum's obelisks, the monolithic church of Lalibela, the Castel of Gondar's, the Valley of Hadar where the skeleton of Lucy was discovered, Tia's caved standing stones, and the Semen Mountains). According to Mulugeta, participatory tourism is the future of Ethiopia. However lack of exposure to tourism markets is a significant challenge in attempting to carve net market share in the region and optimize on the rents that can be obtained from these assets. Thus, one can understand the potential that tourism has in local economic development in Ethiopia.

2.4.2. Tourism in Amhara Region

As compared to other places of Ethiopia, Amhara region is by far the richest region in natural, wild life and historical attractions. The region is situated at the heart of the historic route of Ethiopia. In Ethiopia there are two historic routes. The northern rout compares both Tigray and Amhara region and most of the tourism sites to this rout are situated in Amhara region.

According to Amhara Region Tourism Bureau (2010), UNESCO has cited the following attraction in Amhara as world heritage sites, namely, the rock hewn church of Lalibela, the relate of Ethiopian emperors at Gondar, the Semen mountains National Park which is famous for its breath taking landscape and also shelter of world's rare and endemic animal species of Walia ibex, the red fox and Chelada baboon. Likewise, ACTB (2010) affirmed that there are popular tourist attraction sites such as the Blue Nile falls locally called 'tiss esat' and the nearby bridge

built by king Fasil 300 years ago, the ancient monasteries of lake Tana which are noted for their traditional music's, the mummified remains of Ethiopian kings and hand crafts, the relics and treasures of the past Ethiopian emperors, numerous other historical church's and Tigray sites from early Christianity located throughout the region. The Bureau added that the region's endowments in different species of birds, pleasant climate, beautiful scenery and hospitable people. Nevertheless, Lalibela is considered the most outstanding tourism potential of the region.

2.4.3. Tourism Policy and Strategy of Ethiopia

According to World Bank, (2006) tourism in Ethiopia generated approximately USD 132 million in the country expenditure from the revenue base of about 150, 000 foreign visitors. The bank thus suggested that formulating a strategy by identifying these potentials leads to promote the growth of Ethiopia's economy. According to the MOFED (2005) though tourism policy is not currently available tourism policy in Ethiopia, the government has already begun formulating a policy and strategy for the tourism sector and many of the ideas are already bulleted in Poverty Reduction Sustainable Programmed (PRSP).

The supply chains in Ethiopia of saving the tourism sector are weak and shallow with very little value being added beyond the profitability of the individual service providers, such as tour operators and hotels (WB, 2006). In other countries, studies have shown that this is an important dimension to grow for tourism to be successfully terraced in to the economy. It is because, the more people who participate in tourism economy, the better it tends to perform as a whole. As a result, the participation of the community in tourism destination areas has to be improved by expanding the sources of production and supply of goods and services to tourism sector (Ibid).

2.4.4. The Role of Tourism in the Economy of Ethiopia

According to Ayalew (1992), the numbers of tourists flow can estimate regarding to the economic and social affairs, the effects of tourism in Ethiopia, and the amount of money received from international visitors and the effect of tourism can be measured through the expenditures of tourist that have impact on gross domestic product (GDP) or the overall income and earnings from the tourism sectors such as job opportunities and services. Based on recorded data, Ayalew indicated that the foreign visitors arrived in Ethiopia in 1963 were 19, 836 and

revenues obtained from tourists in this year was 11 million Ethiopian birr MoCT (2006) supported this fact that recently, the numbers of tourist arrivals and the revenues obtained from tourists is significantly increasing. For example, in 2005 about 227, 398 tourist reached Ethiopia and about 1,203,368,339 Ethiopian birr was generated from these tourists Table 3 presents the trends of tourist arrivals in Ethiopia form 2001-2007

Table 2.4: Tourist Arrivals to Ethiopia and Earnings by 2000/01-2006/07

Years	Tourist Arrival and Earnings		
	No of visitors	Earnings in USD and ETB	
		USD	ETB
2000/01	135,954	68,000000	577,800,000
2001/02	148,438	73,808,411	631,800,000
2002/03	156,327	77,100,000	676,100,000
2003/04	179,910	89,946,355	778,000,000
2004/05	184,078	114,258,060	991,2000,097
2005/06	227,398	134,453,529	1,177,916,422
2006/07	290,000	No availed data	No available data
Total	1,322,105	577,566,529	4,832,816,519

Sources: FDRE ministry of culture and tourism, tourism statics bulletin, 2000-2007

Table 2.5.: Amhara Region Tourist Sites, Foreign Tourists Arrivals and Estimated Revenue Flow from 2001/01 to 2006/07

Years	Tourist arrivals and earnings in ETB									
	Number of visitor					estimated revenue earnings				
	Lalibela	Bahirdar	Gondar	Debark	Total	Lalibela	Bahirdar	Gondar	Debark	Total
2001/02	5,712	7,900	6,325	2,652	22,589	8,403,522	8,125,150	4,629,900	848,640	19,007,242
2002/03	8,789	8,182	8,642	3,492	29,108	8,314,394	8,415,187	6,325,944	1,118,400	24,173,925
2003/04	14,184	7,961	10,443	3,612	36,200	13,418,064	8,187,889	7,644,276	1,155,840	30,406,069
2004/05	18,320	9,243	12,289	4,650	44,502	17,330,720	9,506,428	8,995,548	1,488,000	37,320,694
2005/06	19,185	8,777	12,969	5,312	46,443	19,550,920	9,218,083	10,317,129	3,087,437	42,174,169
2006/07	18,510	10,083	16,428	6,333	51,354	19,544,480	10,492,391	19,764,775	3,785,684	53,587,330
Total	84,700	52,146	67,096	26,254	230,196	83,562,130	53,945,126	57,678,172	11,484,001	206,669,429

Source: Amhara national regional state culture and tourism bureau. (2011)

Table 2.6. Foreign Tourism Arrivals in Lalibela and Generated Revenue from Entrance Fee in ETB from 2004 to 2011

S/N	Years	No of foreign tourist	Payment per tourist in Birr	Generated Revenue
1	2004	18,320	100	1,832,000
2	2005	19,185	100	1,918,000
3	2006	18,510	200	3,702,000
4	2007	18,508	200	3,701,600
5	2008	21,641	200	4,328,200
6	2009	23,597	200	4,719,400
7	2010	2525	300	64,466,000
8	2011	35,169	300	67,000,000
Total		238,769	-	247,704,881

Source: Lalibela office of tourist information centre. (2011)

2.4.5. Tourism and Local Economic Development

Blakely (1994) categorized the benefits of tourism at two levels; the first is macro and the second is national level. According this, at the first level, tourism is expected to speed economic growth by foreign exchange earnings and an increase in the state revenue at a second level that is helpful for the improvement of the well being of local community in areas through job creation, revenue distribution and to balance regional development

2.5. What Is Community Tourism?

According to Cole (2006). Community tourism is in which local residents are active participants including land managers, entrepreneurs, decision makers and conservators. Community tourism

is about grass roots employment that seeks to develop the industry with the needs and aspirations of host communities in a way that is acceptable to them and sustains their economics, rather than the economics of other that is not determinable to their cults, traditions, or indeed their day to day convenience Likewise, WTO (2002) argues that in community tourism, the aim is for residents to have a say in decision 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

2.6. Local Communities

According to Glenn (2001), community is one component for understanding community development for tourism development, but it is also important to appreciate how community affects local tourism development where local communities have a key role in tourism development as they are crucial in providing a good environmental condition for tourists. It is so because local communities are the focal point for the supply of accommodation, creating, information transport, facilities and services for tourism development. Community as a specific geographic meaning with a clearly defined spatial boundary and area where a cost refers to groups of people with a common interest from this geographical definition it is clear that geographical definition of community is essential to understand how community development is linked to the ability of the community to improve sustainable tourism development.

2.7. Community Participation

Murary (2002) argues that though the level of participation influence or control decision making, actions and outcomes are often key to the descriptions of community participation, a clear and commonly shared concept of community participation is difficult to establish. On the other hand, Ribot (2004) argues that now a day's many development initiatives require the participation of local communities for sustainability of development According to Davis (1995), participation is a mental and emotional involvement of a person in a group situation which encourages him to contribute to goals and shares responsibilities in them. Likewise, UNDP

(1993) stated that community participation refers to the close involvement of people in the economic, social, cultural, and political process that affect their lives taking all these aspects in to account and the fact that community involvement and participation in the industry is needed.

The above literatures clearly show that community participation is defined as a situation where by a member of the community who lives in particular area directly or indirectly participates in tourism decision making and operations tourism related business or works in tourism as an individual or group. Therefore, the movements of tourist destination is categorized in to mass and niche tourism, where mass tourism is oriented towards large package tours and luxury hotels, while niche tourism involves in smaller groups, and often simpler accommodation. For example, Kammamba, (2003) categorized tourism as follow:

Green tourism: making the industry more environmentally sound by addressing problem of energy use and waste disposal

Nature based tourism ecotourism: refers to small scale tourism that often occurs in or around conservation areas and which has as its primary objective in preserving the environment.

Heritage tourism: refers to tourism in historic areas that found the preservation and restoration of buildings and movements. The term heritage distinguishes it from museums, galleries, and libraries in that it seeks to give the visitors an experience rather than merely an educational visit

Community based tourism: tends to be directed by local communities, or individuals within these communities, often to further community interests.

2.8. Community Participation in Tourism Development

According to Ribot (2004), community participation is critical to community success and is one of the key ingredients of an empowered community where participation is the heart that pumps the community's life blood and its citizens in to community business. Reid suggests that communities that engage citizens and partners deeply in the work of community development raise more resources achieve more result and development in more holistic and beneficial way. In similar manner, Aref and Redzuan (2008) state that community participation is the core of community development and one component of sustainable tourism development where the role

of local community is influencing tourism development activities. Likewise, McIntyre, et al., (1993) states that local communities must organize themselves to play a more effective role in development with the interests of government and other stake-holders at all levels. Therefore community participation is a key success factor of tourism development.

2.9. Community Participation and Sustainable Tourism Development

According to TOSUN (2001) sustainable tourism development is a multi disciplinary and broad concept crossing wide range of issue such as environmental, economic and social. Similarly, Ashely et.al (2000) argues that the tourism industry is an integrated system in which the constituent parts are linked and often change in one part affect the other parts in which the tourism industry includes diversity of stakeholders having different percent and interest in tourism development, which at times are often conflicting. Some of the major stakeholders in tourism sector include: tourists domestic and foreign: tourist businesses in restores, developers, operators, shareholders, management, employees, public and private and the local community and concerned authority or government.

In various literatures, it has been argued that for successful implementation of sustainable tourism practices involving wide stakeholders is critical to success and participation has been found to be crucial to the success of development as it increases efficiency, built trust and understanding at local level and create transparency and accountability (Pretty, 1995)

2.10. Typology of Community Participation in Tourism Development

Lekasakundiolk (2006) as cited in Aref and Redzun (2008) established a typology of community participation as follow:

1. **Manipulative participation:** tourism development projects are generally developed by some regular full individuals, or government without any discussion with people and community leaders. The benefits so to some elite person, the lower class may not get any benefits where participation is simply nominal and people's representatives on official boards are unelected and have no power.

2. **Informing passive participation:** people are told about tourism development programs, which have been decided already and the developers run the project without listening to the local people's options.
3. **Participation by consultation:** people are consulted in several ways by involving in community meeting or public hearing by being consulted or by answering quests.
4. **Interaction:** people have greater involvement in this level and 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.
5. **Partnership:** conciliation between developers and local people is delivered in the participatory process.
6. **Empowerment:** it is the highest rung of community participation, in which local people have control over all development without any external force. The benefits are fully distributed in the community.
7. **Self mobilization:** local people may directly contact explore tourists and develop tourism service by themselves. Local communities develop contacts with external institutions for resources and technical advice they need.

2.11. Types of Community Empowerment in Tourism Development

Table 2.7: Types of Community Empowerment in Tourism Development

Type	Signs of empowerment
Economic	Tourism brings long term financial benefits to a destination community
Psychological	Self esteem is enhanced because of outside recognition of the uniqueness and value of their culture national resources of traditional knowledge
Social	Tourism maintains the local community's equilibrium. Community is improved as individual and families
Political	The community political structure provides representational forum through which people can raise questions and concerns.

Source: Scheyvens (1999)

Measurement of Participation

According to Timotity (1998), measures of participation include attendance, at meetings, serving on committees, sensing as an elected officer.

2.12. Factors Influencing Community Participation in Tourism

Local communities can participation in tourism industry in different ways. Communities can participate in the decision making process (Tosun, 2000). According to Chock and Mnbeth (2007), one of the basic principles of proper tourism is that local communities must participate in tourism decisions and their livelihood priorities are to be reflected in the way tourism is developed Similarly, Li-, (2005) argues 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. The author added that decision making process is “not a final goal itself” but only one of the many process through which community participation can be a hived tourism development through local job creation and employment opportunities as workers However, a study conducted in Kenya by Manayara et al (2006) proved that there are considerable obstacles to the development of indigenous small and medium tourism enterprise, such as access to the global market place, literacy and numeracy, sector specific skill, access to capital, resources owner ship, and lack of government support.

2.13. Barriers to Community Participation in Tourism Development

Concerning to the barriers to community participation in tourism development Richaeds, and Hall, (2000) argues that tourism can have both positive and negative impacts on economic, cultural and environmental resources depending on circumstance and how it is managed Similarly, Aref and Redzun (2009) state that although community participation is one 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 like lack of community participation is an influential barrier to tourism development. Likewise, Tosun (2000) argues that

there are operation, structural, and cultural barriers to tourism development in any developing countries, in which operational obstacles include the centralization of public administration tourism development, lack of coordination between involved parties and lack of information made available, lack of people in the tourist destination as attributed to but not limited to, insufficient data and poor dissemination of information and structural obstacles include institutional power structure, legislative and economic systems they mostly negatively impacts on the emergence and implementation of participatory tourism development approach. Cultural limitations include limited capacity of the poor to effectively handle development

Nevertheless, one approach to ensure that local communities can overcome those barriers and intimately participate actively in tourism development is to empower them (Murphy, P, E.1985)

2.14. Community Participation in Tourism Benefit Sharing and Decision Making Process

According to Tosun (2000), participation of local communities through sharing the benefits of tourism is one of the major viewpoints to community participation in tourism development. Similarly, Murphy (1997) states that 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 goal of local people to enhance destination planning, to ensure the maintenance of a “sense place” to foster a better understanding of the entire development situation, to promote the formation of common value base to increase recognition of interdependence among stockholders and in these ways to promote sustainability

According to Timothy (1999), community participation in tourism development can be interpreted from at least two perspectives: participation in decision making and participation in benefit sharing the only way that may ensure sustainable tourism development, which requires enhanced co operation and concrete partnerships among tourism actors that include industry government at all levels, local communities, protected area managers elaters tourists.

2.15. Conceptual Framework of the Study

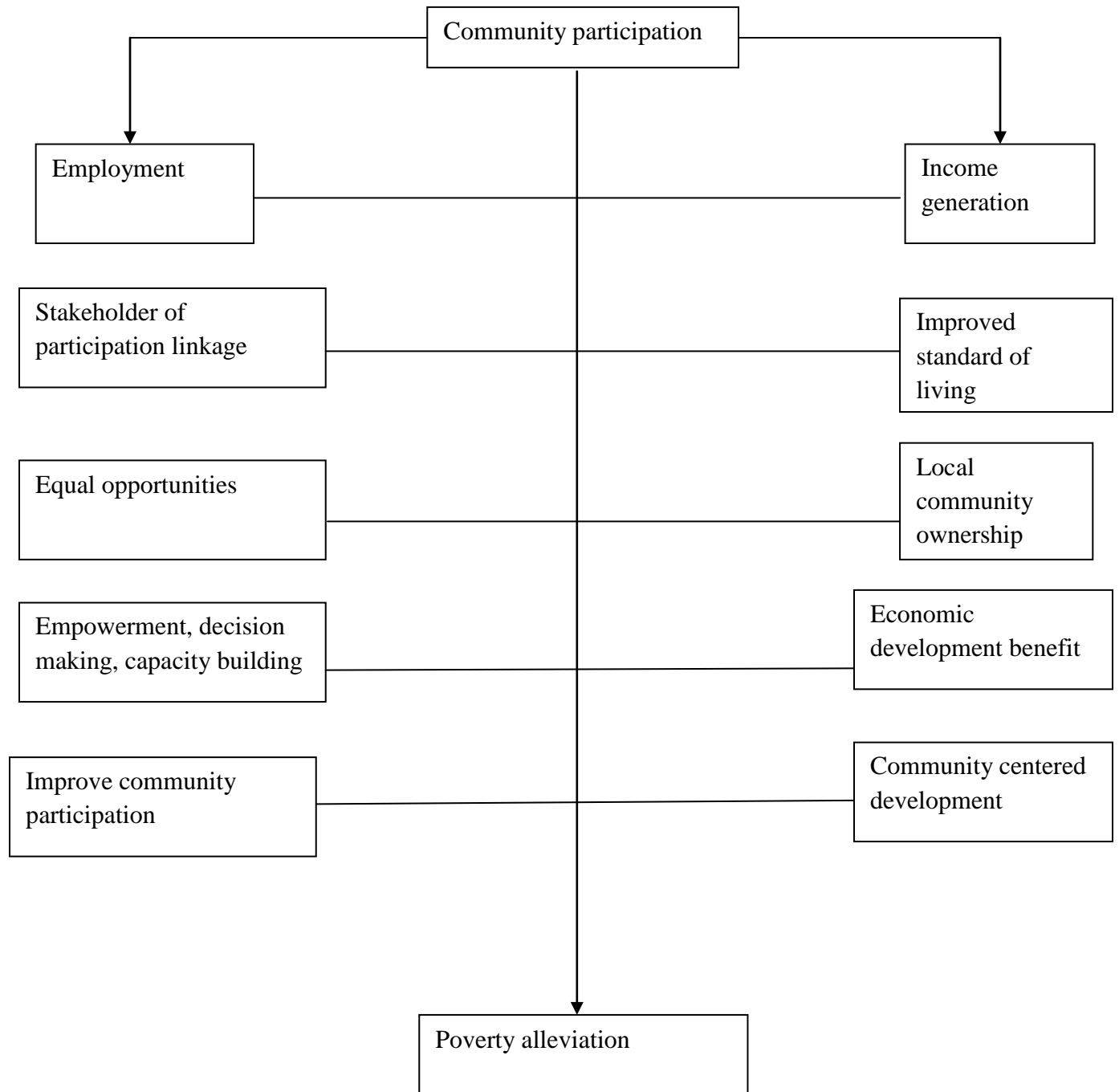


Figure 1: Conceptual Framework: community participation and poverty alleviation

Source: Adopted from Starasdas (2005)

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. Description of the Study Area

Historically the town of Lalibela was originally known as Roha. It was named after the century. King Lalibela commissioned the extraordinary churches. Lalibela was one of kings of Zagwe dynasty who seized the Ethiopian throne around 100 AD when his rivals were to increase in power: Lalibela sought the support of the powerful Ethiopian Orthodox Church building the churches in small town. Lalibela is a museum of living rocks (Mengistu 2012). King Lalibela' goal was being excavated the churches in land of Ethiopia so as to create the second "holy Jerusalem" in Ethiopia. The reason was to reduce the suffering of Ethiopian pilgrims in Jerusalem and as a result Lalibela is considered the center of the pilgrimage.

The study area (Lalibela town) is situated in North Wollo zone of the Amhara national regional state. It is located in the so called the "Historical Route" of northern Ethiopia at altitudinal and longitudinal extensions of 12002' N 39002[E/,20.033'N39.033'E respectively at a distance of about 700 kms from Addis Ababa, and 300 kms form Bahirdar, the regional capital. Lalibela is internationally renowned for its rock hewn church which is called one of the "eight" wonders of the world registered by UNESCO in 1978 (WTO). On the study area at large is bounded by Lasta Woreda and in some west part Meket Worda. The town is the capital of its administration and the surrounding Lasta Worda. The town covers a total area of 92,166 km² and comprises a total of five administrative kebeles out of which two of them are within the urban center where as the rest three are within its vicinity.

According to CSA (2007), the national census recorded the town population to be 35,472 and the total house hold reached at about 7095, which has the 2.7 percent population growth.

Ethiopia is one of the carpentries in the world known for rock hewn churches. Form Ethiopian tourist destination Lalibela is known as historical destination and considered as a museum of rock lawn church that is include rock hewn church. There are also cave church outside Lalibela,

and other traditional festivals like Gena, Timeket, and Ashenda culture. The life of the community in Lalibela is related to the churches /tourism/ physically the people live ironed them tourism is the main source of income. The economic structure of the town community is theory developed and mainly on religious activity. Some of the town people have small farms or a share holding farm land outside the town. Never the less, due to droughts and environmental degradation, the agriculture production is very low, and can hardly supply in come generating livelihood. There are also commercial activities in the town, usually small scale and of poor quality. Hotels, bars, snack bars, restaurants and souvenir shops are relatively better.

Because of tourism, Lalibela has gotten some of the indispensable facilities such as the airport, banking, health services, hospital, telephone services, electricity and water supplies and there prior to the town. Though tourism is creating new opportunities to enhance the economy but it is not well utilized. The local communities the church, tourist guides, mule owners, hotel workers, hotel and restaurant owners and the like are the major beneficiaries from tourism. The distribution of the revenue looks the following:

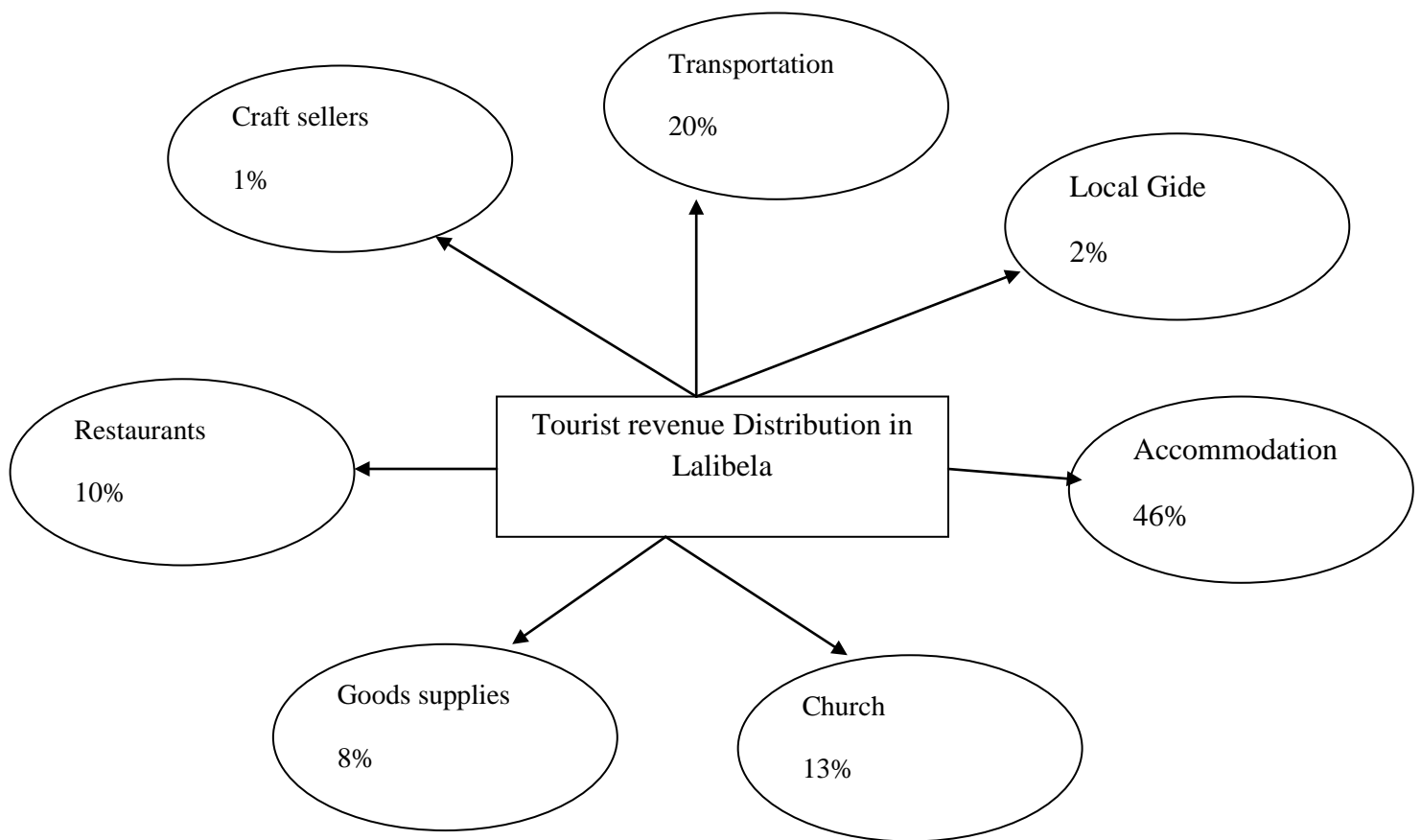


Figure 2: Distribution of Tourist Revenue in Lalibela

Source: Lalibela Tourism Office (2010)

Table 2.8. Number of the various beneficiaries of the tourism activities

No.	Type of service	Number of businesses	Owners and employees in the unit			percentage		
			M	F	Total	M	F	Total
1	Transport service	40	279	2	281	22.7	0.2	22.9
2	Tour guide	100	139	1	140	11.3	0.1	11.4
3	Hotels and Pensions	14	122	103	225	9.9	8.4	18.3
4	Restaurants and Cafes	6	22	2	24	1.8	0.2	2.0
5	Churches	11	523	0	523	42.6	0.0	42.6
6	Souvenirs	34	32	2	34	2.6	0.2	2.8
Total		205	1,117	110	1,227	91	9	100

Source: Lalibela Tourism Office Report (2010)

Number of employees in the private associations is also depicted on the following table:

Table 2.9. Number of employees in the private associations

No.	Name of the association	2002	2003	2004	2005	2006	2007	2008	2009
1	St.Lalibela Mule rent association	80	88	80	90	120	150	200	254
2	Lalibela local guide association	20	60	70	75	75	60	90	98
3	St. Lalibela Clergy association	450	450	480	480	490	500	502	505
Total		550	598	630	645	685	710	810	902

Source: Lalibela Tourism Office Report (2010)

3.2. Research Strategy and Design

3.2.1. Research Strategy

The social research strategy development process was participatory, involving policy markets' academics and stakeholders (Kothari, 1995). Based on this idea the research would be conducted in Lalibela town administration with the topic 'community participation in tourism development'. This study would be conducted through the descriptive survey and the data will be collected using different mechanisms which will be discussed in the subsequent paragraphs.

The respondents mainly the local community members would be selected by the systematic random sampling. The survey and the data were used collected employing different mechanisms which will be described in the subsequent paragraphs. The respondents were used selected using the random systematic sampling technique.

3.2. 2. Research Methods

The research approach applied to this study was descriptive research because it assesses and presents the current state of tourism and its contribution to the community. Descriptive type of the research allows the researcher to describe what was the condition that were held in the ongoing process, effects that were evident and trends, etc. and it would also tell about the present as well as past and give the chance to gather data to come up with specific results of the study objectives. This type of the research method analyzes data using ratios, percentages, averages, variance, and standard deviations. It also employs charts, tables and diagrams to graphically describe the existing phenomena.

3.2.3. Data Type and Data Source

3.2.3.1 Data Type

The data type were used for this study is both qualitative and quantitative data. The qualitative and quantitative data could be from the primary sources such as the questionnaire, interview, observation, and secondary data reports from the Lalibela Town tourism office. Policy

documents and reports from the local and regional tourism bureaus were also be used as sources of data to analyze the community participation in Tourism development.

3.2.3.2 Data Source

Basically, two data sources were used: the primary and secondary data sources. The primary data sources includes structured questionnaires and interview were used made with the sample household, tourist related business enterprises in the 2 (two) Kebeles and the district offices. The respondents were used selected using the systematic random sampling from the owner of the community tourism businesses which exit in the 2 kebeles (2 kebles out of the 5 kebeles were used selected based on the number of business participating in tourism) that were chosen purposively due to the large number of community members participating in tourism related businesses. Tourism businesses, and Lalibela town administrative council and tourism sector head would also be among the officers for the interview.

The secondary data were used collected by reviewing relevant documents that were used gathered from Lalibela Town administrative tourism sector. In addition to the above documents, other published and unpublished policy documents on Tourism, development plans (The Five Year and Transformation Plan), were used also reviewed.

3.3 Sample Size and Sampling Procedure

The research was used conducted on purposively selected tourism site of Lalibela. The study area is selected because it was one of the highest tourism potential in Amhara. The distribution of the participants was presented on the following table:

No.	Name of Kebele	No of household head	Sample size	Percent
1	Lalibela kebele 01	1650	85	54
2	Lalibela kebele 02	1386	73	46
Total		3036	158	100

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

1. First, in Lalibela two kebeles (kebele 01 and kebele 02) were used purposely selected from which the sample respondents were used selected from the two kebeles because of the proximity to the major historical site and the presence of large number of community members participating in tourism business.
2. Second, sample respondents were selected from the respective kebeles proportionally. The total number of household population of kebele 01 was 1650 and total house hold population of Kebele 02, was 1386.
3. Third, a certain identification number had been given for each household of the selected Kebele in study area.
4. Fourth, by using systematic random sampling approach, specific households or respondents for the questionnaire were identifying.
5. Finally, 158 respondents were used selected for the interview expecting that they were representatives of the populations of the two kebeles.

3.3.1 Sample Size Determination

According to Lalibela town administration (2010) census report, the town has a total of five kebeles with total population of 35,472 and household number of 7095. However, the study purposively selects the two urban kebeles 01 and kebele 02) with households of 1650 and 1386 respectively. Totally, 3036 households dwell in the two kebeles. The population was less than 10,000. So, the required representative sample size would be determined by the proportion sample size formula (if $N < 10,000$, then $f = n/1+n/N$, where n = sample size and N = target population). But to get n , according to Kothari $n = z^2 pq/d^2$ would be used, where

N = the desired sample size:

Z = standard normal distribution at required confidence level

P = the proportion in the target population estimated to have a particular characteristic

Q = 1-p

d = statistical significance

Since there was no estimate of the proportion of the target population which had a particular characteristic, 50% is remained would be used. Thus $p=50\%=0.50$ and $q = p-1-p=1-0.50=0.5$. Considering our level of confidence would be 93%, the corresponding standard normal deviate was $z = 1.81$ and the desired level of significance is 0.07, therefore the sample size is given by:

$$N = \frac{n}{1 - \frac{n}{N}}$$

$$1 + \frac{n}{N}$$

$$N$$

$$n = \frac{(1.81)^2(0.5)(0.5)}{(0.07)^2} = 167$$
 where n= sample size of the households

$$(0.07)^2$$

Then $167/1 + 167/3036 = 158$ therefore, the sample size of the study would be 158 households.

The researcher would use stratified random sampling to categorize the kebeles in to two strata and follow the method of systematic random sampling to give equal chance to the two kebele respondents proportionally.

3.4 Instruments of Data Collection

Questionnaire and interview were used to assess the community participation in tourism development of the country at large and the town administration in particular. According to Rogers (2002), this is one of the common tools used in conducting a survey. It can easily be

administered and can gather sufficient information given that it was properly constructed. The questionnaires were used distributed to the respondents and collected at the time of convenience for the respondents. Furthermore, the interviews were used carried out selecting some of the clients who participate in responding the questionnaire. Moreover, secondary data were used collected from various sources such existing policies of community tourism relevant literature, annual reports, statistics, files, manuals, etc. This material and documents were used in the research. Each of the instruments were used expected each other.

3.4.1. Household Questionnaire Survey

The researcher would prepare a household questionnaire survey for the local residents in the study area. The house hold questioner contains both closed and open ended questions, yes or no and five point rating scale to express their perceptions and answers.

3.4.2 Profile of Survey Respondents

Table 3.1 lists the characteristics of the members of the local community in Lalibela who responded survey. The study population comprised a total of 158 respondents from households in the two Kebeles. 54% of the respondents were from 01, while the remaining 46% were from Kebele 02. The household size of each Kebele was determined based on the household population size of particular Kebele.

Among the 158 respondents, 57.7% (94) were males, and 42.3% (64) were females. 32.7% of respondents had q primary education, 44.7% had a secondary school education and 12% had a college or university education. The remaining 10.6% were without any formal education. The respondents were highly diverse in terms of their ages with age groups 16-24 (26%) 25-34(8%), 35-44(28.7%), 45-59(32.7%), and older than 60(4.6%).

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% had lived there longer than 10 years. Only 9.3% had lived in the study area for less than

10 years. This shows that the respondents, 31.3% were businessmen/women while 42.2% were employed. The rest 17.3% and 8.7 were unemployed peasants.

Table 3.1 profiles of survey respondents

Respondents Characteristics	Number of respondents	Percentage
Gender		
Male	94	57.7
Female	64	42.3
Education		
Primary school education	49	32.7
Secondary school education	67	44.7
College/university education	26	12.0
Without formal education	16	10.6
Age		
16-24 years old	12+	26
25-34 years old	43	8.0
35-44 years old	57	28.7
45-59 years old	39	32.7
Above 60 years old	7	4.6
Period of living		
Lived less than 10 years	14	9.3
Lived longer than 10 years	32	21.3
Born in the study area	112	69.4
Occupation		
Peasants	13	8.7
Business	47	31.3
Employed	72	42.7
Unemployed	26	17.3
Location		
Kebele 01	85	54
Kebele 02	73	46

Source: own data

3.4.3. Semi-structured Interview

The researcher conducted a semi structured one-to- one interview with the community based tourism organizations, tourism related business organizations and government administration.

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 organization/projects

The 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.

3.4.4. Profile 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 were from community based tourism organizations.

Table 3.2 Breakdown of interviewees

Name of organization agency and tourism business	Interview code	Total number of interviewees
Lalibela 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 (2013)

3.4.5. Structure of the Interviews

All the interviews would be conducted by the researcher himself. Each interview would be conducted at mutually convenient time and place and cover questions about community

participation in tourism particularly in decision making, benefit sharing, and tourism contribution as a means of income generation.

3.5 Document Analysis

Secondary data such as research findings, reports, journals, books, and other documents related to community based tourism in study area were used by the researcher.

3.6. Method of Data Analysis and Interpretation

The data collect using questionnaire would be presented and analyzed in the form of tables and percentage. Moreover in order to make further describe the research were used supported by different figures of heritages and maps with explanations. Finally, based on information which would be obtained from the analysis part, a conclusion and recommendations were used made taking in to account the most important points related to the objectives and problems.

3.7. Descriptions of Variables/issues (Dependent versus Independent)

Unit of analysis were those objects, persons, organizations we examine in order to create summary description of them or to explain difference among them. The characteristics or behavior we study on those units of analysis were called variables (Cook, 1982).

The description of the independent and the dependent variables are the focus of the researcher, i.e., the livelihood of the community participating in tourism who are found in the 5 kebeles of Lalibela town administration were the dependent variable. The independent variables include the demographic variables, the proximity to the tourist sites, and the presence of tourists and so on.

CHAPTER FOUR

4. RESULTS AND DISCUSSIONS

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 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?, and how they view their current of level participation in the current decision making process? The findings from such analysis are integrated and compared with those from interviews and observation.

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. 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 out puts.

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 five 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 tourism 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 2013)

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 Lalibela 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 activates 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 the study area such as cultural goods and services, souvenirs, paintings, local tour guides etc.

The statement that 'meeting tourism 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 exchanges 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 five 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 that are the appropriate men’s 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 tourism	3.7	0.9
sharing tourism benefits to the local people	4.0	0.8

Source: (Own data, 2013)

According to table 4.2, the respondents state 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 (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 work-shop-‘s as 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 administration 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, 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 for the development of 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 on 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	0.48
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, 2013)

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 participation of the 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 made 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 (Mean=1.0, SD = 0.0). 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 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 their 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 raised various reasons for their rating. They argued that the statement gives good opportunities for the local people's needs priorities and concerns. It would help to avoid or at least minimize policy makers; 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 investment in their area. Since the main obstacle to invest in tourism is lack of capital which 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 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 views 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 Lalibela 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 Lalibela (An Elected Committee)	4.1	1.2
Appointed and elected local government administration should jointly make decisions on tourism development in Lalibela	3.7	1.2
Elected local government should make decisions on tourism development in Lalibela (elected Officials)	3.5	2.8
Ministry of culture and Tourism of Ethiopia And Amhara Culture and Tourism Bureau should make decisions on tourism development in Lalibela (MCTE & ACTB)	2.5	1.5
Appointed local government administration should make decisions on tourism development in Lalibela.	2.2	1.3

Source: (Own data, 2013)

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 administration 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 & ACTB 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 & ACTB

Table 4.5 Local communities’ awareness about tourism projects operating in Lalibela

Are you aware that tourism projects known as Tourism Development (LTDP). Ethiopian Cultural Heritage Project (ECHP) and Ethiopia sustainable Tourism Development project (ESTDP) operate in Lalibela?	Number	Percentage
Yes, I am aware of these projects operating in Lalibela	50	30.7
No, I am not aware of these projects operating in Lalibela	108	69.3

Source: (Own data, 2013)

The results on Table 4.5 revealed that the majority of the respondents (69.3 percent) were not aware that the tourism projects known as Lalibela Tourism Development project (LTDP), Ethiopian Cultural Heritage Project (ECHP), and Ethiopian Sustainable Tourism Development project (ESTDP) operate in Lalibela 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 implied 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 administration 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 project

In your view, who should make decisions about the tourism projects in Lalibela	Mean	SD
Appointed and elected local government administration should jointly make decisions about the tourism projects in Lalibela 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 Lalibela (An Elected Committee)	3.4	1.1
Elected local government should make decisions about tourism projects in Lalibela (Elected Officials)	3.2	0.96
Ministry of culture and Tourism of Ethiopia And Amhara Culture and Tourism Agency should make decisions about tourism projects in Lalibela (MCTE & ACTB)	3.6	1.2
Appointed local government administration should make decisions about tourism projects in Lalibela	2.8	1.4
Market forces	2.54	1.26

Source: (Own data, 2013)

The results on table 4.6 indicate that ‘appointed and elected local government agencies by consulting locals should make decisions about projects in Lalibela gained the highest mean score (Mean=3.7, SD=1.2) the second was the MCTE & ACTB 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 make decisions 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 administration in terms of decision-making.

Table 4.7: who should make decision on tourism development in Lalibela

In your view, which of the following is best placed to make decisions on tourism development in Lalibela such as establishment of tourist hotels, campsites etc?	Tourism establishments		In your view, which of the following is best placed to make decisions about tourism projects in Lalibela	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 & ACTB	2	16	MCTE & ACTB	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	3.6	Appointed officials	5	3.0

Source: (Own data, 2013)

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 Lalibela. The majority of the respondents stated that ‘appointed and elected officials by consulting local people should make decisions about tourism establishments and tourism project 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 and the second ranked alternative was the idea that MCTE & ACTB should make decisions with 16 percent and 15.2 percent for tourism establishment and 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 the community 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 in the formulation of tourism projects. The results are presented in table 4.8.

Table 4.8: Local people's view about the level of local people's participation 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 Lalibela such as tourist hotels, campsites etc?	2.2	1.3	22.0	6.5	71.5
Tourism projects in Lalibela?	2.1	1.3	18	4.6	77.4

Source: (Own data, 2013)

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 and poor. Similarly 77.4 percent of the respondents stated that local people's participation in the decision making process regarding tourism projects operating in Lalibela 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 was a main committee known as 'Lalibela destination committee' which was established in June, 2010. The members of this committee are from Lalibela Tourism Office Lalibela Municipality, Lalibela Chambers of

commerce, and Tour Guides Association, Hotels Association, and the Church. This committee is led by the mayor of the study area.

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 administration responded that even if there are members in the committees from the local communities, they believed that the local communities can be represented by the government administration.

From the above it can be deduced 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 _o	%	N _o	%
The decision making process of tourism development in Lalibela such as establishment of tourist hotels, restaurants, campsites etc.	62	38.7	96	61.3
The decision process of tourism projects in Lalibela	51	31.3	107	68.7
The tourism development process in Lalibela	71	44.7	87	53.3

Source: (Own data, 2013)

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 were 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 to make local communities participate in the tourism development process. This indicates that there are needs to develop appropriate mechanisms that enable local communities to participate in the overall tourism development process. An interviewee from the government administration also stated that decisions in general matters about 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 deduced 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 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 tourism development 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 administration 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 as curio shop operators, hand craft also play important roles in job creation for local people. An interviewee from the government state 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 programs

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 program which specifically target local people. Whereas interviewees from the government administration 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 administration state that credit facilities, financial aid and advice are provided mostly to the disadvantaged 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

5. CONCLUSION AND RECOMMENDATIONS

5.1. CONCLUSION

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

According to the results, there was a 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 benefit (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 do recognize and acknowledge the need to involve tourism professionals and experts when making decisions about tourism development. However, they insisted they themselves wish to participate in the decision making process. Local people strongly stated that 'taking part actively in the tourism decision making processes is an appropriate way of participating the local community 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 state 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 programs and were not having specific ways of sharing tourism benefits for the local communities.

Tourism development in Lalibela has made some improvement such as in 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 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 might create favorable conditions for local people to participate in tourism decision making processes. Some of the tasks of the local people are to participate genuinely in meetings, tourism conference, tourism planning up to implementation process, and contribute to build the development army.
- 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. The scheme shall clearly indicate the share of the community, the local government, tour guides, hotels and others who provide transportation services.
- 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 have created opportunities for the local people to take part and be employed in various tourism businesses. This would be realized by the collaboration of the government, tourism businesses and other concerned stakeholders. Besides, the government and concerned stake holders might work in collaboration so that local communities could get favorable conditions to get credit access that enables them to participate in the tourism industry.
- Continuous standardization and inspection of tourism service institutes such as hotels, lodges, restaurants, cafeterias, bars, and tour guides should be done on regular basis so as

to improve the quality of service rendered to tourist and maximize tourists experience and length of stay and spending in tourism destination.

- Since June 2010, there is an established committee known as Lalibela 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 accommodation of the study area. The findings from the study revealed that all of the members of the communities are only from the government administration and tourism businesses. However, for sustainability of tourism development the local communities would be part and parcel of the existing committee.
- The importance of tourism investment in the areas of human resource development and training of local workers cannot be overlooked. Continuous development of skill enhances not only the quality of tourism services, but also the overall skills and capabilities of the local work force. To this end the following strategies are forwarded: so as to minimize the shortage of trained human resource in the Lalibela, the town administration would communicate with Lalibela Technical and Vocational Institute (TVET) and arrange continuous training and development schedules for existing workers in the town on courses like Tourism management on short run and urges the Lalibela Technical and Vocational Institution to graduate students on the basis of the needs of the town and tourism industry development.

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Annexes

Annex I

MEKELLE UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MANAGEMENT

House hold survey Questionnaire

Community participation in Tourism Development Evidence from Lalibela

Part I Demographic characteristics of respondents

1. Which kebele do you come from?

-Kebele 01 - Kebele 02

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?

16-24 years

35-44 Years > 60 years

25-34 years

45-59 years

Part II Questionnaire

1. How long have you been in Lalibela?

- Less than ten year's long 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 variety of cultural activities by the local population

Strongly disagree

strongly agree

- 1 2 3 4 5

B. Tourism provides many worthwhile employment opportunities

Strongly disagree

strongly agree

- 1 2 3 4 5

C. Tourism generate income

Strongly disagree

strongly agree

- 1 2 3 4 5

A. Meeting tourists promotes cross cultural exchange (greater mutual understanding and respect one another's cultures)

Strongly disagree

strongly agree

- 1 2 3 4 5

1. From your experience in Lalibela, what impact has development in Lalibela in the past five years had gone:

A. Employment opportunities for local people

Strongly disagree

strongly agree

1

2

3

4

5

Comments:.....
.....
.....

A. Quality of goods and services in general,

Significantly worse

significantly improved

1

2

3

4

5

Comments:.....
.....
.....
.....

A. Income generating projects for local people in general,

Significantly worse

significantly improved

1

2

3

4

5

Comments:.....
.....
.....

A. Entrepreneurial training (general entrepreneurial sprite and development amongst local people)

Significantly worse

significantly improved

1

2

3

4

5

Comments:.....
.....
.....

A. Accessibility (transport and communication)

Significantly worse

significantly improved

1

2

3

4

5

Comments:.....
.....
.....

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

A. Encouraging local people to invest in tourism sector

Strongly disagree

strongly agree

1

2

3

4

5

A. Encouraging local people to work for the tourism sector

Strongly disagree

strongly agree

1.

2

3

4

5

A. Taking part actively in tourism decision – making process

Strongly disagree

strongly disagree

1 2 3 4 5

A. sharing benefits

Strongly disagree

strongly agree

1. 2 3 4 5

A. Attending tourism related seminar conference, workshops etc

Strongly disagree

strongly agree

1 2 3 4 5

A.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 entrepreneurs

Strongly disagree

strongly agree

1 2 3 4 5

Comments:.....
.....
.....

B / Local people should have voice in decision-making process of local tourism development

Strongly disagree

strongly agree

1 2 3 4 5

Comments:.....
.....
.....
.....
.....

D/ Local people should be consulted when tourism policies are being made

Strongly disagree

strongly agree

1 2 3 4 5

Comments:.....
.....
.....

F/ Local people should be consulted but the final decision on tourism development should be made formal bodies

Strongly disagree

strongly agree

1 2 3 4 5

Comments:.....
.....
.....
.....

F/ local people should not participate by any means

Strongly disagree

Strongly agree

1 2 3 4 5

Comments:.....
.....
.....

G/ Local people should be financially supported to invest in tourism development

Strongly disagree

Strongly agree

1 2 3 4 5

Comments:.....
.....
.....

6/ what is your level of agreement or disagreement with the following statements regarding who should be deciding on tourism in Lalibela such as establishment of tourist hotel, lodges or camp sites?

A. The ministry of culture and tourism of Ethiopia and Amhara culture and Tourism bureau should make decisions on tourism development in Lalibela

Strongly disagree

strongly agree

1 2 3 4 5

Comments:.....
.....
.....

A. Elected local government should make decisions on tourism development in Lalibela

Strongly disagree

strongly agree

1 2 3 4 5

Comments:.....
.....
.....

A. Appointed local government administration (who are normally representative of the central government) should make the decision on tourism development in Lalibela

Strongly disagree

strongly agree

1 2 3 4 5

Comments:.....
.....
.....

A. Appointed and elected local government administration should jointly make decisions on tourism development in Lalibela

Strongly disagree

strongly agree

1 2 3 4 5

Comments:.....
.....
.....

A. committee elected by the local people for specially developing management and controlling tourism should make decisions on tourism development in Lalibela

Strongly disagree

strongly agree

1 2 3 4 5

Comments:.....
.....
.....

A. Market forces should make decisions on tourism development in Lalibela

Strongly disagree

strongly agree

1 2 3 4 5

Comments:.....
.....
.....

A. Are there any other appropriate ways through which decisions regarding development of structures in Lalibela could be made? /please specify/

.....
.....
.....

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

- The ministry of culture and tourism of Ethiopia and Amhara culture and tourism bureau

- 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 Lalibela such as establishment of tourist hotel, lodges or campsites etc?

Yes (please comment how?)

.....
.....
.....

No (please comment why?)

.....
.....
.....

9. In your view how do you increase the level of local people participation in tourism development in Lalibela such as establishment of tourist hotel, lodges or campsite etc?

Very **Good**

very poor

1 2 3 4 5

Comments:.....
.....
.....

10. Are there any ways in which the current decision making process regarding tourism development in Lalibela such as establishment of tourist hotel, lodges or campsites etc?

Yes (please comment how).....

.....
.....

No (please comment why).....

.....
.....

Annex II
MEKELLE UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MANAGEMENT

Community participation in tourism development evidence from Lalibela Town

Local GOVERNMENT ADMINISTRATION INTERVIEW GUIDE/CHECKLIST

INTRODUCTION:

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

1. When was this bureau / office/ established?

.....
.....
.....

2. Why was this bureau / office/ established?

.....
.....
.....

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

.....
.....
.....

4. What roles does this bureau or office under take in relation to tourism development in Lalibela?

.....
.....
.....

5. What roles do you under take in this bureau or office?

.....
.....
.....

JOBS

The following section includes question about tourism jobs in Lalibela

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 (e.g. per form tourist show, dance etc) to tourists?

.....
.....
.....

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

.....
.....
.....

DECISION –MAKING

The section includes questions regarding tourism decision making process.

1. Who markets Lalibela as tourist area?

.....
.....
.....

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

.....
.....
.....

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

.....
.....
.....

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

.....
.....
.....

5. What are the structure of this / these/ Decision making body?

.....
.....
.....

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

.....
.....
.....

7. Do residents participate in the decision making process that leads to the establishment of such project in Lalibela? 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 questions about the distribution 7 tourism benefits in Lalibela.

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

.....
.....
.....

2. In what ways have the local community 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 Lalibela?

.....
.....
.....

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

.....
.....
.....

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

.....
.....
.....

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

.....
.....
.....

ANNEX III

MEKELLE UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MANAGEMENT

Community participation in tourism development evidence from Lalibela

Interview check list

COMMUNITY BASED TOURISM ORGANIZATIONS INTERVIEW GUIDE /CHECKLIST

INTRODUCTION

This section is about the general questions regarding the organizations, 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 goals of this organization?

.....
.....
.....

Decision- making

1. Who made the first decision to establishment?

.....
.....
.....

2. What is the structure of the organization derision making body?

.....
.....
.....

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

.....
.....
.....

4. Does the organizations decision making body include member of the local community? If 'NO' please go to questions 5 if "YES" please to question 6.

.....
.....
.....

5. Why are there no local residents?

.....
.....
.....

6. How are the local residents selected / appointed?

.....
.....
.....

7. Does your organization allow participation of residents in decision-making process? If “NO” please go to question no.8 if “YES” please go to question8.

.....
.....
.....

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

.....
.....
.....

9. If YES, how does your organization allow participation of residents in decision making process?

.....
.....
.....

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

.....
.....
.....

JOBS:

The following section includes question about jobs in community tourism organizations and business in Lalibela.

1. What is the employment structure of your organization?

.....
.....
.....

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

.....
.....
.....

3. What factors influence employment policies /practices? If any..... Locals)

.....
.....
.....

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

.....
.....
.....

BINEFIT- SHARING

This section includes questions about the distribution of tourism organizations benefit in Lalibela.

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 that 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 Evidence from Lalibela Town.

Interview Checklist

TOURISM BUSINESSES INTERVIEW GUIDE/CHECLIST

INTRODUCTION

This section is about the general questions regarding organizations history, activities and goals.

1. When was the organization established?

.....
.....
.....

2. Why was the organization established?

.....
.....
.....

3. What kind of activities does your tourism benefits deal with?

.....
.....
.....

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

.....
.....
.....

JOBS

The following section includes question about jobs in tourism business in Lalibela.

1. What is the employment structure of your organization?

.....
.....
.....
.....

2. What type of job do you have in your organization? If any locals?)

.....
.....
.....

3. What factors influence your employment policies/practice? If any locals?)

.....
.....
.....

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

.....
.....
.....

BENEFIT – SHARING

This section includes questions about the distribution of tourism in Lalibela.

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

.....
.....
.....

2. Who benefits from your business?

.....
.....
.....

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

.....
.....
.....

4. Why do such people benefit from your business?

.....
.....
.....

5. How do you ensure that 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 V

Pictures of Tourist Attraction in Lalibela:



Lalibela Bete Giorgis church and the community, (**Epiphany**)

Source: Lalibela Tourism Office (2012)



Lalibela Ashenda celebration

Source: Lalibela Tourism Office (2011)



Famous Hotel in Lalibela, (Mountain View Hotel)

Source: Lalibela Tourism Office (2010)



Lalibela Community Lodge

Source: Lalibela Tourism Office (2012)



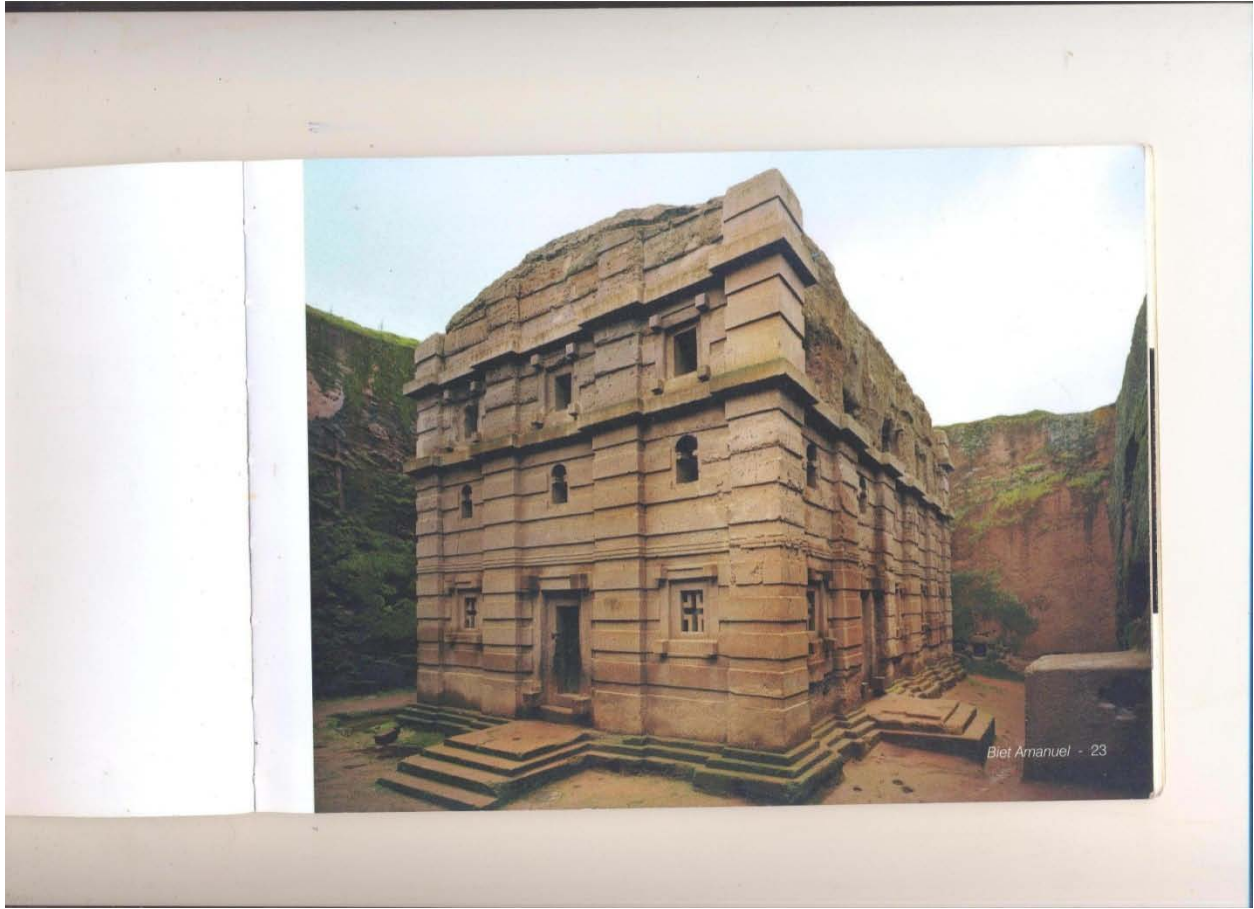
The Famous Hand Cross of Lalibela, (Afro-Aygeba Meskel)

Source: Lalibela Tourism Office (2008)



Lalibela X-mass, (Beza-kulu)

Source: Lalibela Tourism Office (2011)



Lalibela Bete Emanuel church

Source: Lalibela Tourism Office (2010)