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COLLEGE OF AGRICULTURE AND NATURAL RESOURCE

DEPARTMENT WILD LIFE AND ECOTURESISM MANAGEMENT

Tourism Potential, and Challenges: The Case of Lake Tana, North Ethiopia

Research project submitted Department of Wild life and ecotourism Management college of agriculture and natural resource, Wolkite university, in Partial Fulfillment of the Requirements for Bachelor of Arts Degree in Tourism Management

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1. INTRODUCTION

1.1 Background of the Study

Tourism is the largest and fastest growing industry, which has the best possibility for generating many new jobs worldwide. In developing countries tourism or ecotourism has become one of the economic sectors that generates substantial income and maintains conservations of protected areas (Rannersmann, 2003). Ethiopia has rich tourism assets. With its diverse tourist attractions, which include cultural, historical and archaeological attractions, as well as a great variety of flora and fauna, mountain's, Lake's etc. Ethiopia has seen an increase in the number of tourists visiting its many attractions. Ethiopia is home to more than 20 lakes. There are some most frequently visited by tourists and the local population due to several factors. From those lakes one of the well-known lakes is Lake Tana.

Tourism Potential of Lake Tana most of the lakes are suitable and safe for swimming and other water sports. One of this Lake is ideal places for bird watchers. Most of the Rift Valley lakes are not fully exploited for tourists except Lake Tana where tourist class hotels are built (MOCT, 2006).

Challenges of lake tourism Rapid developing travel and tourism pattern of the modern period led to the large scale exploitation of national resources and environment. It has caused considerable stress on environment tourism has caused negative impacts on lakes (Prabha *et al*, 2005).

Lake Tana found 552kilometers north of the capital Addis Ababa. Lake Tana is the largest high land lake in Ethiopia with an area of 3600 km². The average depth is 9m and measures from North to South 70 kms, from East to West 60 kms. Its formation is the result of lava emission dam. Lake Tana is endowed with fish, avifauna, and islands. There are 36-37 islands among 20-22 islands consist of monasteries and churches.

1.2 Statement of the Problem

Tourism can significantly contribute to sustainable use of natural resource in environment where other form of natural resource management might be limited because pollution and climate condition. Many lakes world over have been destroyed or decayed. Several lakes within or at the periphery of urban areas are either destroyed or slowly dying or drained and converted to other

uses. Common problem in case of urban lakes is encroachment on the lake fringe area which gets exposed when level falls after rains; water level of the lakes is reducing due to loss of catchment (Gupta, Vijay and G. Mythic, 2007). As far as analysis of different literatures indicated most of the studies have not been focused on natural resource relating to tourism. The study was focus on assessment of tourism potential challenges of tourism development of Lake Tana.

1.3 Significance of the Study

After conducting this research the study was different significances such as: for Government it helps to identify existing problems which obstacle for tourism development; for stakeholder also it show the possible way to exploit and properly use of natural resource of the lake and it helps towards sustainability; and for local community it helps to show the way to generate income from the lake whereas for researchers it helps to improve and develop problem solving skill; and for other researcher as a reference.

1.4 Objectives

1.4.1 General Objectives

The general objective of the study was to identify tourism potential and the challenges in the case of Lake Tana

1.4.2 Specific Objectives

- 1) To identify the potential of tourism development in Lake Tana
- 2) To identify the challenges of tourism development Lake Tana

1.5 Research Question

This study was address the following basic question

- 1) What are the potential for tourism development in Lake Tana?
- 2) What is the challenge of tourism development in Lake Tana?

1.6 scope of the study

In Ethiopia, there are many lakes but this study was basically focused on Lake Tana and its environment. The researcher restricted or concerned to assess the potential, and challenge the case of Lake Tana

2. LITERATURE REVIEW

2.1 Concept of Tourism

A supply-side definition of the tourism industry is proposed. The definition is based on recognizing two tiers of tourism businesses: a tier composed of businesses that serve exclusively tourists and a tier composed of businesses that serve a mix of tourists and local residents. These tiers are operationally defined from several Statistics Canada data sources and the Standard Industrial Classification codes.

A key strength of this definition is that it permits both conceptualization and measurement of tourism in a way that is consistent with other economic activity. Application of the definition to available 1981/82 data sources resulted in an estimate of the size of Canadian tourism, four times as large as forestry, slightly larger than agriculture, and just under automobile manufacturing (Smith, 2003).

2.2 World Tourism Development

Tourism was internationally being known since 1950 (WTO, 2002). and nowadays it is the largest and fastest growing business which contributes to lots of new jobs including in rural areas since it does not require long-term trainings (Rannersmann, 2003). Because of the increasing and fast growing of tourism, currently more than 650million international tourist arrivals in the world which it will be more than 1,600million by the year 2020 (Holden, A, 2003).

2.3 Tourism in Africa

Even though Africa is the world's poorest region, with almost fifty percent of its population living with less than \$ 1 per day, especially in rural areas it is recognized by its huge potentials for tourism development (WTO, 2002). There is no inadequate facilities and services infrastructures in many places which hampers the full use of exploiting this potentials of tourism even though there is an existing potential for developing tourism in Africa. The major trends influencing the growth of international tourism globally will also apply in Africa. They will particularly benefit from the increasing international travel interest in nature and cultural tourism and other forms of special interest tourism (WTO, 2002). It is evident, that there is an Opportunity exists for Africa to have a fairer distribution of tourist flows across the world, with the purpose of contributing to the alleviation of poverty in the continent (WTO 2002).

According to WTO, international tourist arrivals in Africa are will to reach 77 million by 2020. This represents an average annual growth rate of 5.5 percent for the period 1995- 2020, which are almost one-and- a-half percentage points above the expected to increase over the forecast period from 3.6 percent of worldwide arrivals in 1995 to a too little 5 percent in 2020.

2.4 Tourism Development of Ethiopia

In past periods, merchants played a considerable role for introduction of religions to Ethiopia, which contributes a lot for evolution of tourism in Ethiopia. It was also believed that the Portuguese's missionaries and other Europeans came to Ethiopia as earlier Visitors when they made explorations to the source of Blue Nile (Ayalew Sissay, 2009).

In 2008 a tourism policy is expected from the Ministry of Culture and Tourism. A strategy on tourism development for five years is also under preparation. The strategy consists of six pillars, a) human resource development, b) infrastructure development, c) image strategy, d) service improvement, e) strengthening information and management capacity, and f) domestic tourism promotion. (Japanese Embassy in Ethiopia, 2007). Expectations of regional tourism commissions are high regarding the federal tourism policy. as a director (Interview, 2007) said: "we think the policy will bring a lot of good, then we know what we are expected to do." This quote refers to the implementation of the tourism policy. So far, nothing can be concluded on the implementation. But, the establishment of the Ministry of Culture and Tourism is evidence of the

commitment of the government towards tourism development. The Ministry continues to work on a federal tourism policy and strategy, meanwhile promoting tourist attractions and improving the image of the country (Hgi Gird , 2007).

The Ethiopian tourism industry can be roughly divided into three important tourist zones. firstly, the historic northern route, secondly the far south where pastoralist communities form tourist attractions, Finally Addis Ababa, the capital, providing qualified tourism services and the central place for international arrival and departure. Ethiopia's principal driver for tourism is the rich culture and history (World Bank, 2006). This has its origin in 1929 when the Italian scholar Rossini called Ethiopia 'un museo di popoli', in his book L'Abissinia. This museum of peoples and cultures can be found in the northern and southern route. The average itinerary of international tourists and their operators show destinations in the north and far south (Abbink, 2000).

2.5 Tourism Development of Lake

Quite simply, lakes are bodies of water that occupy depressions on land surface. There is no universal definition for 'lakes'. The International Glossary of Hydrology briefly defines a lake as an "inland body of water of considerable size (UNESCO and WMO, 1992). One of the most elaborated definition of lakes has been provided by (Kuusisto, 1985) as "a depression or a group of depressions partly or fully filled by water, all parts of the water body have the same surface, excluding temporary variability, caused by wind or ice, the ratio between in-flow and volume is small enough to let most of the suspended, inflowing material to form bottom sediments, and the surface area exceeds a given minimum value." In India, National Lake Conservation Programmed under the Ministry of Environment and forests defines lakes as "standing water bodies which have a minimum water depth of 3m, generally cover a water spread of more than ten hectares and have no or very little aquatic vegetation (Ministry of Environment and Forests, 2010)". The purpose of any definition is to provide an entity an identity which plays an important part in its survival. However, unfortunately, it is this very definition of lakes that pave ways for their exploitation. This is because as due to various environmental and climatic conditions often there are fluctuations in the given three parameters of a lake used in Ministry of Environment and Forests definition to define a lake. This is the loophole that is often used to

exploit these water bodies to be used for other purposes. Tourism development can be defined as the process of providing facilities and services for visitors to a destination in order to gain economic and other benefits although it occurs throughout the world it doesn't occur at the same rate. Some countries and destinations are just beginning tourism development whilst others are highly established. Tourism development is complex as it may mean a local opening up to visitors, the development of a specific resort or hotel, or a country setting up policies and tourist board structures to promote tourism on a national level. Tourism development is driven by governments setting a policy for tourism and creating a structure that promotes tourism (Dale G and Oliver H, 2005).

According to recreation along lake shores is quite desirable, as can be seen from the high concentration of recreational housing along lake shore lines, there are many water based short lines. The negative effect of recreation, however, is obvious with mass tourism, which can significantly degrade landscapes along lake shore lines and which, so far, have largely been planned carelessly and often irresponsibly (Cited in S.E; Jorgensen et al., 2005). Lake tourism is tourism that occurs not only on the lake itself but also in the surrounding (Michael and Tuijtharannes, 2006).

2.6. Importance of Tourism Development in Lake

Economic benefit: - the driving force behind the development of tourism is its political contribution to destination economies (Telfer and Sharpley, 2006).

Socio cultural benefit: - tourism has the potential to promote socio cultural development through employment creation income redistribution and poverty alleviation (Malviya, 2005).

Environmental benefit: - the environment simply means our surrounding generally however the term is used to refer to the earth's physical environment (Halcrow Group Limited, 2007).

Political benefit: - the development of tourism has a political significance in a destination through enhanced international recognition of regions and values, and development of skills among planners (Sharma, 2004).

2.7 Challenges of Lake

variety of environmental goods and services provided by lakes make them vulnerable to human demand. Society's demands for economic gains have contributed to the deterioration of water quality and aesthetic value of lakes. Over the years the value of lakes and water bodies/ wetlands is dwindling. Many lakes world over have been destroyed or decayed. Several lakes within or at the periphery of urban areas are either destroyed or slowly dying or drained and converted to other uses. The water level of the lakes is reducing due to loss of catchment. Change in urban land use is taking place with reclamation of land from lakes, for real estate development. Lakes have become dumping grounds for effluents, both domestic and industrial as well as agricultural runoff. Coastal lakes have been seriously affected due to an imbalance in salinity levels. Port activities close to coastal lakes are also having detrimental impact on the lakes. Lakes at several hill stations, which attracted tourists, are losing out to thoughtless tourism. High altitude lakes in Ladakh and Himalayas are the fragile ecosystems threatened due to increased tourism. Common problem in case of urban lakes is encroachment on the lake fringe area which gets exposed when level falls after rains. Lakes are subject to rapid population growth, urbanization, and industrialization, and mining development, growth of irrigated agriculture in the surrounding region and impact of climate change. These processes have altered ecosystem processes and resulted in several threats on lakes including loss of biodiversity, over-fishing, and proliferation of invasive weeds, siltation, and toxic contamination and over extraction of water (Gupta, Vijay and Mythi, 2007).

2.8 Challenges for the Development of Lake

Rapid developing travel and tourism pattern of the modern period led to the large scale exploitation of national resources and environment. It has caused considerable stress on environment tourism has caused negative impacts on lakes. Areas within easy reach of large population centers/metropolitan cities are more susceptible to adverse impact due to threats posed by urbanization some lake sides have become environmentally unsound with growing. Pressure of tourism related activities intense tourist activity within the limited space and regions the rapid growth of tourists in flow has induced a haphazard growth tourist infrastructure building act invitees the discriminate building activity is sometimes not in harmony with the

environment the beauty of the landscapes gets spoiled and the sky line undergoes abrupt and ugly change (Prabha *et al*, 2005).

2.9 Environmental Impacts of Lake

Lakes are usually more vulnerable to disturbances than deep lakes. Lakes that thermally stratify during summer act as nutrient sinks with no or little re-suspension. Intimate nutrient load therefore is often negligible. In contrast, shallow lakes do not thermally stratify, nutrients are not permanently buried and re-suspension is common, which may lead to high intimate loading. Short-term weather events and diurnal changes are more pronounced in shallower lakes compared with deep lakes. The water level change and flushing are of much greater importance when lakes are moderately deep. The littoral zone and the aquatic vegetation are usually more significant for shallow ecosystems.

According to (Dokulil *et al*, 2012) summarizes factors regarding the quality of the environment, both natural and man-made, is essential to tourism. The relation between tourism and the environment is complex-many activities can have adverse environmental effects. Many of these impacts are linked with the construction of general infrastructure such as roads and airports, and of tourism facilities, including resorts, hotels, restaurants, shops, golf courses and marinas. The negative impacts of tourism development can gradually destroy the environmental resources on which it depends. On the other hand, tourism has the potential to create beneficial effects on the environment by contributing to environmental protection and conservation (Vollenweider and Kerekes, 1982). It is a way to raise awareness of environmental values and it can serve as a tool to finance protection of natural areas and increase their economic (Vollenweider, 2004). This branch called ecotourism is rapidly expanding. Negative impacts from tourism occur when the level of visitor use is greater than the environment's ability to cope with this use within the acceptable limits of change. Uncontrolled conventional tourism poses potential threats to many natural areas around the world. It can put enormous pressure on an area and lead to impacts such as: soil erosion, increased pollution, discharges into the sea, natural habitat loss, increase pressure on endangered species and heightened vulnerability to forest fires. It often puts a strain on water resources, and it can force local populations to compete for the use of critical resources (Dokulil and Teubner, 2003).

2.10 Potential Tourism Resources of Ethiopia

Ethiopian Rift Valley, which is part of the famous East African Rift Valley, comprises numerous hot springs, beautiful lakes and a variety of wildlife. The valley is the result of two parallel faults in the earth's surface, between which in distant geological time, the Crust was weak and the land subsided. Ethiopia is often referred to as the 'water Tower' of Eastern Africa because of the many rivers that pour off the high table land. The Great Rift Valley's passage through Ethiopia is marked by a chain of seven lakes. Each of the seven lakes has its own special life and character and provides ideal habitats for the exuberant variety of flora and fauna that make the region a beautiful and exotic destination for tourists (MOCT, 2006).

Most of the lakes are suitable and safe for swimming and other water sports. One of these lakes is Lake Tana, an ideal place for fishery activity. Most of the Rift Valley lakes are not fully exploited for tourists except Lake Tana where tourist class hotels are built. The Rift Valley is also a site of numerous natural hot springs and the chemical contents of the hot springs are highly valued for their therapeutic purposes though at present they are not fully utilized. In short, the Rift Valley is endowed with many beautiful lakes, numerous hot springs, warm and pleasant climate and a variety of wildlife. It is considered as one of the most ideal areas for the development of international tourism in Ethiopia.

3. Methodology and Material

3.1 Description of the study area

3.1.1 Location

The study was conducted in Lake Tana. Lake Tana is located in Amhara Regional State Northern parts of Ethiopia in west Gojjam zone. It is situated between the towns of Tis Abay and Dangla. Lake Tana is located at elevation of 11°27'0" N and 37°10'0" E at 1790 m a.s.l. The lake has a mean and maximum depth of 6 m and 9 m, respectively. The total drainage area of the Lake Tana basin is about 3600 km². It receives about 90% of the inflow from the four rivers. The local and regional groundwater inflows contribute only 3% (Hess, 2010). Information content of Lake Tana (Chebud and Melesse, 2009). The lake is geologically dammed by quaternary and tertiary basalts in the south and western part where the outflowing Blue Nile River drains out (Kebede, Baybeck and Beima, 2005). The damming has cutoff any seepage outflow which simplifies modeling of the lake stage (Hautot et al., 2006).

3.1.2 Demographic

Based on the 2007 Census conducted by the Central Statistical Agency of Ethiopia (CSA), Bahir Dar Special Zone has a total population of 221,991, of whom 108,456 are men and 113,535 women; 180,174 or 81.16% are urban inhabitants, the rest of population are living at rural kebeles around Bahir Dar. At the town of Bahir Dar there are 155,428 inhabitants; the rest of urban population is living at Meshenti, Tis Abay and Zege towns which are part of Bahir Dar Special Zone. As Philip Briggs notes, Bahir Dar "is not only one of the largest towns in Ethiopia,

but also one of the fastest growing – the western outskirts have visibly expanded since the first edition of this guide was published in 1994."

3.3 Sampling Technique and Sample Size

This study was employed to purposive sampling techniques so as to address the stakeholders' issues in the study area. The rationale behind the choice of this design and technique is because the issue needs great detail identification of the problem raised at the selected site. A purposive sampling technique will be employed to select sample respondents who were perceived to be aware of detailed points raised during the survey and to select local communities from Bahr Dar town. The total sample from the total population of the study area is based on the formula adapted from Israel (1992).

$$n = N/1+N(e)^2$$

Where: - n= the sample size

N= the total population size

e = the level of precision which is = ($\pm 10\%$)

3.4 Source of Data

Both primary and secondary data used for this study. The primary data was collected by using questionnaire from souvenir shop manager and interview from lodge's manager, culture and tourism office manager and the local community. Secondary data also was collect from relevant Sources such as bureau of tourism of the district and other relevant institutions for general description and to verify the primary data.

3.5 Data Collection Methods and Procedure

Data was collected through primary and secondary methods. Primary data was collected from house hold using questionnaires, interview and observation. Secondary data was collected from rural development Agricultural office reports, Internet, interview, household survey.

3.5.1. Key informant interview

For the interview method key informant, local community, cultural and tourism employee is to interview. Research was gather in depth information from individuals through face to face. Interviewers who purposefully selected from around the Lake which were made from two kebeles 20 informants from one kebele and 25 people from the other kebele based on their proximity.

3.5.2 Field Observation

This method of data collection was used in order to identify and enumerate ecotourism resources of the lake. Furthermore, it is very important to get deep understanding about the conditions of the resources and used to identify the challenges that encountering the study area as well as to collect real accurate data from the field through directly. By this method the research was to distinguish which resources provide the essential ecotourism, what resources is more degraded and which resources is more attractive for tourists.

3.5.3. Questionnaires

The study was have based mainly on sample kebeles household cross sectional survey using pre-test structure questioner organizing in logical order of presentation. The survey generated qualitative and quantitative data pertaining to demographic characteristics, aspects of participation, park resource use and dependence questionnaires.

3.5.4. Focus group discussion

discussion is also another qualitative method of data collection instrument which is used in this study. Accordingly, four focus group discussions from four selected kebeles and another four focus group discussions with non-user household members were held. A total of 8 to 10 participants in each focus group are participate, and the general directions pursued in those 27. Discussions was leave for the researcher to trigger issues for discussion and promote active group perception.

3.6. Methods of Data Analysis

Since the study is descriptive type, the methods of data analysis which was used is the Descriptive methods of data analysis. The collect data was analyzed and present in Tabular and percentage form.

4. RESULT AND DISCUSSION

This chapter is mainly concerned with the data analysis and interpretation which collected through questionnaire, interview and observation. The questionnaire has been prepared and distributed to the local community, souvenir shop, tour guid and Ministry of culture and tourism employee.

4.1. Background of the respondents

Table 4.1 Personal Information of Respondents

No	Item	respondents					
		Ministry of culture and tourism and lodge employee		souvenir shop		Local community	
1	Sex	Frequency	%	Frequency	%	Frequency	%
	Male	7	70 %	7	70%	7	64%
	Female	3	30%	3	30%	4	36%
	Total	10	100 %	10	100%	11	100%
2	Age						
	18-25	3	30%	-	-	6	55%
	26-34	4	40%	6	60%	3	27%
	35-47	2	20%	3	30%	2	18%
	48-55	1	10%	1	10%	-	-
	Above 56	-	-	-	-	-	-
	Total	10	100 %	10	100%	11	100%
3	Marital status						
	Unmarried	3	30%	-	-	4	36%
	Married	6	60%	9	90%	5	45%
	Divorced	1	10%	1	10%	2	19%
	Widowed	-	-	-	-	-	-

	Total	10	100%	10	100%	11	100%
4	Educational background						
	Illiterate	-	-	-	-	-	-
	Primary school	1	10%	4	40%	5	45%
	Secondary school	3	30%	6	60%	6	55%
	Bachelor degree and above	6	60%	-	-	-	-
	Others	-	-	-	-	-	-
	Total	10	100%	10	100%	11	100%

Source: own survey, 2019

Table 4.1 item 1 show out of 10 respondents from souvenir shop in Bahirdar town 7(70%) were male while the rest 3(30%) were females. Therefore the researcher can conclude there is majority of male respondents from Lake.

From the same table 4.1 item 2 shows that respondents from souvenir shop in Bahirdar town 6(60%), 3(30%), 1(10%), are on the age of 26-34, 35-47,48-55 and above 50 respectively which led to draw a conclusion of the majority of the respondents age are between26-34.

From the same table 4.1 item 2 academic level of the respondent shows that 4(40%) of them are primary school rest 6(60%) respondents are secondary school. Therefore this indicates most of the responds from the study area are little educated.

Table 4.1 item 3 show marital status of the respondent from shown that, Bahirdar town 9(90%) are married, 1(10%), are divorced. From this the researcher can conclude that most of the respondents are married.

Table 4.1 item 4 shows that out of 10 respondents from ministry of culture and tourism and lodge employees, 7(70%) were male while the rest 3(30%) were females which a show a clear majority of male respondents from those enterprises.

From the same table 4.1 item 2 shows that respondents from ministry of culture and tourism and lodge employees, 3(30%), 4(40%), 2(20%), 1(10%) are on the age of 18-25, 26-34, 35-47,48-55 respectively which led to draw a conclusion of the majority of the respondents age are between 26-34.

From the same table4.1 item 3, academic level of the respondent shows that 1(10%) of them are primary school, 3(30%) secondary school while the rest 6(60%) respondents are degree and above. Therefore this indicates most of the responds from the ministry of culture and tourism and lodge employees are well educated.

Table 4.1item 4 marital status of the respondent from ministry of culture and tourism and lodge employees are shown that, 6(60%) are married, 3(30%) are unmarried, and 1(10%) divorced. From this the researcher can conclude that the greater numbers of respondents are married.

Table 4.1 item 4 shows that out of 11 respondents which are from local communities, 7(64%) were male while the remaining 4(36%) were females which is clearly show much of this study respondents (local communities) are male.

From the same table 4.1 shows that out of 11 respondents from local community, 6(55%) are on the age section 18-25, 3(27%) are on the age group of 26-34, while the list 2(18%) are the age group of 35-47. This implies the major local community respondents are on the age group 18-25.

From the same table 4.1 the academic level of the local communities respondent in item 3 shown that 5(45%) are primary school, the rest 6(22%) are secondary school. Therefore the researcher can conclude that most of the local communities are little educated.

From the same table 4.1 shows the marital status of local communities 4(36%) are unmarried, 5(45%) are married and while the rest 2(19%) is divorced.

4.2. Tourism potential of Lake Tana for local community

Table 4.2 Tourism potential of Lake Tana for local community

No	Item	Local community	
		Frequency	Percentage (%)
1	Do you think that lake Tana has tourism potential for local community		
	Yes	11	100%
	No	-	-
	Total	11	100%
2	Do you think that lake Tana has tourism potential in local community tourism development		
	Yes	10	91%
	No	1	9%
	Total	11	100%
3	Do you think that the government and other stockholders work together to improve the potential of the lake		
	Yes	3	27%
	No	8	73%
	Total	11	100%

Source: own survey, 2019

Table 4.2 item 1 indicates that out of 11 respondents which shows clearly that all respondents which account 11(100%) of respondents responded that Lake Tana has tourism potential for local community the main justification they give their reasons or how Lake Tana has the potential for the local community as source of income in essence fishing the fish from Lake

Tana use for drinking the lake water, for the cleaning purpose and finally for recreation purpose the lake have positional to local community. According to the interview of cultural tourism official respondent's responded Lake Tana creates many job opportunity for local communities. Like boat service, guiding service, and fishing activity for local community.

This all implies Lake Tana creates job opportunity for the local community. Form the same table 4.2 item 2 indicates that out of 11 respondents from that greater percentage of respondents 10(90%) respondent that Lake Tana has potential in local community tourism development. The remaining 1(9%) of respondents do not agree with Lake Tana has potential in local community tourism development at all as a result of this the researcher illustrate that Lake Tana has good potential for the local community tourism development.

The same table 4.2 item 3 indicates that out of 11 respondents from indicate that greatest percentage of respondents that 8(73%) of respondents responded that the government and other stockholders not work together to improve the potential of the lake. Which 3(27%) of respondents responded government and other stockholder work together to improve the potential of the lake. According to the interview of cultural tourism official respondent's responded that governmental activities that more enhance tourism potential in Lake Tana conserve of the lake from waste materials protected by government body. Other way nongovernmental activities done by fisheries, associations and boat service association conserve the lake from harmful act of human. in night as well as day, that inanes tourism potential in Lake Tana.

This findings implies that the government and other stockholders work together to improve the potential of the lake.

4.3. Tourism Potentials of Lake Tana for souvenir shop

Table 4.3 Tourism resource Lake Tana for souvenir shop

No	Item	souvenir shop
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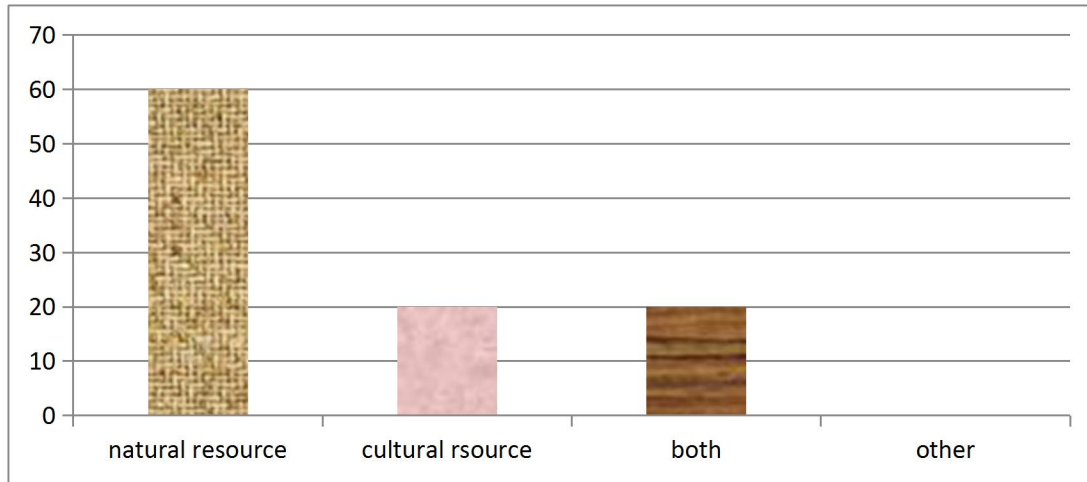
1	Is there any tourism resource in the surrounding rather than the lake	Rate	Percentage (%)
		Yes	10
	No	-	-
	Total	10	100%
2	the main tourism resources that can attract tourists in this location		
	Natural resource	6	60%
	Cultural resource	2	20%
	Both	2	20%
	Other	-	-
	Total	10	100%

Source: own survey, 2019

Table 4.3 items 1 among the resources could be taken as tourism attraction. The following could be taken as example:- bird, scenery of landscape, lake beach, attractive culture including life style of Amhara people, local handicrafts, tradition, music, dance, wedding ceremony etc, there are also satisfactory accommodation facilities at in close proximity to the areas.

From the same table and graph 4.3 items 2 is percentages cannot be added to 100% due to multiple responses. All of the respondents believe that the main resources that can attract to the location are natural resource. On the other hand, 30% of respondents have confident in both natural resource and cultural assets.

Figure 4.1 Tourism resources in the surrounding rather than the Lake



Source: own survey, 2019

Table 4.4 Natural tourism resource is more available at Lake Tana

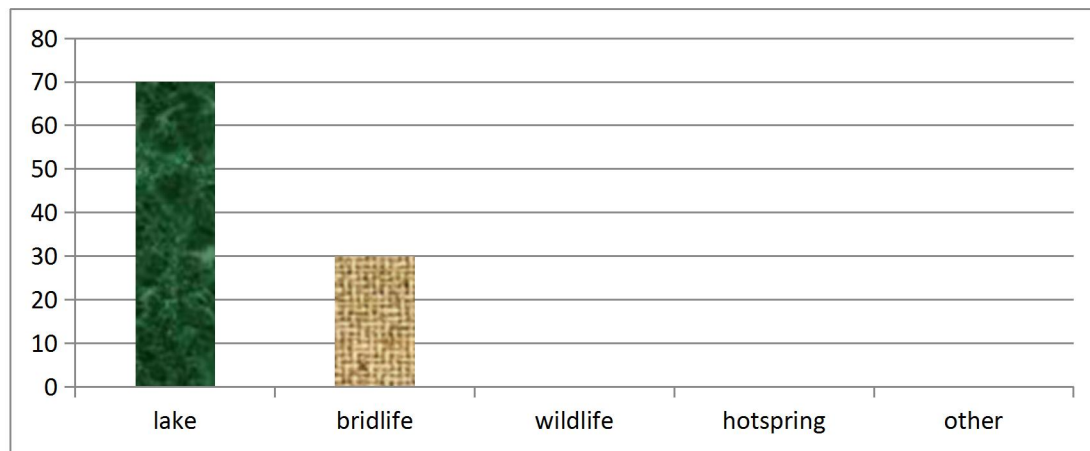
3	Which one of the following natural tourism resource is more available at Lake Tana	Rate	Percentage (%)
	Lakes	7	70%
	Birdlife	3	30%
	Wildlife	-	-
	Hot spring	-	-
	Other	-	-
	Total	10	100%

Source: own survey, 2019

Table and graph 4.4 item 3 from the available natural resource assets that the area endowed 70% of respondents responded that the lake main attraction force 30% of respondents to think that birds are central elements which available in the lake.

Based on the above finding the researcher concludes that lake is the main attraction in the area.

Figure 4.2 Natural tourism resource is more available at Lake Tana



Source: own survey, 2019

4.4. Tourism Potential of Lake Tana for employees

Table 4.5 Tourism potential of Lake Tana

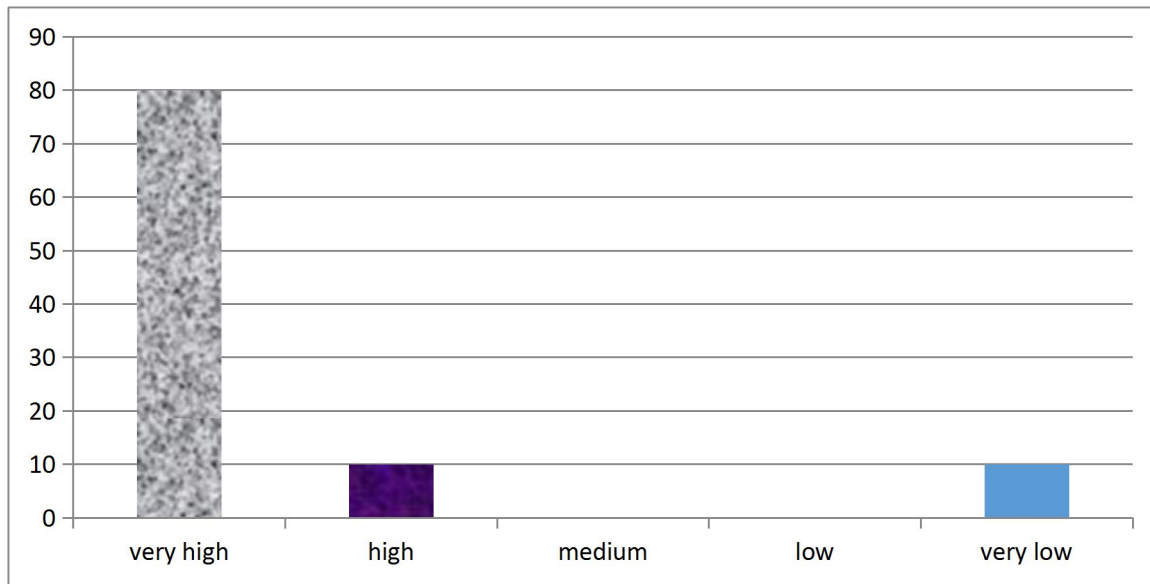
	Items	employees of lodge and cultural tourism office	
1	Do you think the government and other stockholders work together to improve the potential of the lake	Rate	Percentage (%)

	Yes	10	100%
	No	-	-
	Total	10	100%
2	How is the potential of the lake toward the tourists		
	Very high	8	80%
	High	1	10%
	Medium	-	
	Low	-	
	Very low	1	10%
	Total	10	100%
3	Do you think that the lodging service that you are serving now has a tourism potential		
	Yes	9	90%
	No	1	10%
	Total	10	100%

Source: own survey, 2019

Table 4.5 item 1 shows that out of 10 respondents, all respondents 10(100%) of responded that the government and other stockholders work together to improve the potential of Lake Tana This indicated that the government and other stockholder actively participate in the lake potential. All respondents responded that government and other stockholders work together to improve the potential of Lake Tana.

Figure 4.3 Potential of the lake toward the tourists



Source: own survey, 2019

From the same table and graph 4.5 items 2 indicates that out of 10 respondents from the conclusions of respondents are as follow. The greater percentage of responded that 8(80%) the potential of lake toward the tourist is very high. Followed by 1(10%) of respondents rate the Lake Tana a high for potential of lake toward the tourist. And the remaining 1(10%) of responded very low. Of the majority respondent's responded potential of lake toward the tourist is very high.

From the same table 4.5 items 3 indicates that out of 10 respondent's form that great percentage of respondents 9(90%) respondents' responded lodging service serving now has tourism potential. Example: - creating job opportunity for local community and lodge employees. The remaining 1(10%) of respondents responded not tourism potential service for the serving local communities and lodge employees. The majority respondents responded lodging service serving now has a good tourism potential.

4.5. Tourism Challenges of Lake Tana for tourism development

Table 4.6 Challenges of Lake Tana for tourism development

NO			
1	Is there any problem that hinder the development of Lake	Rate	Percentage (%)

	Yes	3	27%
	No	8	73%
	Total	11	100%
2	Do you think that lake polluted by untreated local sewage and solid west		
	Yes	7	64%
	No	4	36%
	Total	11	100%
3	Do you participate to protect lake from illegally activity		
	Yes	6	55%
	No	5	45%
	Total	11	100%

Source: own survey, 2019

Table 4.6 item 1 indicates that out of 11 respondents from that higher percentage 8(73%) of respondents responded that there is no problem that hinders the development of Tana Lake. And reaming 3(27%) of respondents responded that there are problems that hanger the development of Lake. According to the interview of cultural tourism official respondent's responded the challenges that hinder tourism development in Lake Tana are in accessibility of geographical location poor infrastructure design (like, load, electricity, telecommunication are the major challenges of Lake. But governments try to minimize the hinder that affect tourism development in Lake. All the respondents' information implies challenges and mechanisms to minimize the effect that hinder tourism development in Lake.

From the same table 4.6 item 2 indicates that out of 11 respondents from the table clearly indicate that more than half of respondents 7(64%) responded that the lake has polluted by unprocessed local sewage and solid waste, while 4(36%) of respondents the lake is not polluted by unprocessed local sewage and solid west.

From the same table 4.6 item 3 indicates that out of 11 respondents from relatively half of 6(55%) of respondents responded that participate to protect lake from illegally mining of activity and remaining 5(45%) of responded not participate to protect lake form illegally mining activity. Most of the respondents responded that participate to protect lake from illegally mining of activity.

According of the interview culture and tourism official said the responsible body of the challenge tourism industry the Lake Tana community business affected by seasonality nature of business which tourist flow increase January- April otherwise the flow of tourist are low at Ethiopian summer seasons.

4.6. Tourism Challenge for Lake Tana tourism Development for souvenir shop

Table 4.7 Tourism challenge Lake

No	Item	souvenir shop	
		Rate	Percentage (%)
1	Are there any political challenges that hinder tourism development in Lake		
	Yes	-	-
	No	10	100%
	Total	10	100%
2	Is the tourism development in Lake Tana faced socio-cultural challenge		
	Yes	2	20%
	No	8	80%

Total	10	100%
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Source: own survey, 2019

Table 4.7 item 1 shows that all of the respondents 10(100%) responded that there are political change, that hinder tourism development in Lake Tana.

From the same table 4.7 item 2 show that greater percentage of respondents 8(80%) responded that the tourism development in Lake Tana not faced socio-cultural challenge. While 2(20%) of respondents responded that the tourism development in Lake Tana faced socio-cultural challenge. The most respondents responded that political change that hider tourism development of Lake.

4.7. Tourism challenge for Lake Tana tourism development for employees

Table 4.8 How to solve the problem of Lake Tana

No	Items	employees of lodge and cultural tourism office	
		Rate	Percentage %
1	Does you solve problem which exist in the lodge with manager		
	Yes	8	80%
	No	2	20%
	Total	10	100%
2	Are you trying to solve the problem of the lake with the local community		
	Yes	6	60%
	No	4	40%
	Total	10	100%

3	Who is responsible to solve your problem		
	Government	3	30%
	Manager	1	10%
	the owner of the lodge	-	-
	Other stockholder	6	60%
	Total	10	100%

Source: own survey, 2019

Table 4.8 items 1, 80% respondent's responded they solve problem which exist in the lodge with manager, and 20% respondents responded that not solve problem which exist in the lodge with manager. Based on the above information the researchers conclude that majority respondents responded the problem is solved with the lodge managers.

For the same table 4.8 items 2, 60% respondents responded they trying to solve the problem of the lake with the local community, and 40% respondents responded not they trying to solve the problem of the lake with the local community. Based on the above information the researcher concludes that greater part respondents responded trying to solve the problem of the lake with the local community.

From the same table 4.8 items 3, 60% respondents responded responsible to the problem solve stockholder, 30% respondents responded to solve the problem government, and 10% respondents responded to solve the problems manager. Based on the above information the researchers conclude that nearly every one of the respondents responded that the responsible to solve the problem is stockholder.

According to employees of lodge and cultural tourism office respondents responded there are so many problems that are pollution from the hotel and lodge and sewage disposal from the lake and lodge. This is the greater problem for the sustainability of the tourism industry in the lake

area. In order to eliminate such problem the stockholder should have to take some measurement for instance having its own place for the swage which out from the lodge.