



**WOLKITE UNVERSTY**

**COLLEGE OF SOCIAL SCIENCE AND HUMANITY**

**DEPARTMENT OF GEOGRAPHY AND ENVIRONMENTAL STUDIES**

**ASSESSMENT OF THE CHALLENGES AND OPPORTUNITIES OF TOURISM  
DEVELOPMENT IN CASE OF GONDAR TOWN.**

**SENIOR ESSAY SUBMITTED TO DEPARTMENT OF GEOGRAPHY AND  
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COLLAGE OF SOCIAL SCINCE AND HUMANTIES

DEPARTMENT OF GEOGRAPHY AND ENVIRONMENTAL STUDIES

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## Declaration

Tadesse Mekete do here by declare to Wolkite University Department of Geography and Environmental Studies that this thesis is a product of our original research work, and it has not been submitted to any other university for any academic degree. Any materials and information in a report other than our own are duly acknowledged.

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## ACRONYMS

BA..... Bachelor of Art

CSA.....Central Statistical Agency

M.SC.....Master of Science

GTAO.....Gondar Town Administration Office

## **ABSTRACT**

*Tourism is an industry capable of changing the socio-cultural, economic and environmental face of the world .Tourism is one of the largest and fast growing industries in the world. It has the potential to influence the living pattern of communities. It is one of the most important channels of cultural exchange which breaks down the barriers between people of different parts of the world. It is the collection of activities, services and industries that deliver a travel experience including transportation, accommodation, eating and drinking establishments of retail shops, entertainment, business and other hospitality services provided for individuals or groups of travelling away from home .Tourism industry is capable to generate employment to both skilled and unskilled workers, directly and indirectly. This study focuses on assessing the challenges and opportunities of tourism development in Gondar town. To achieve this study the researchers' use both primary and secondary data source. Primary data collected by using questionnaires from local community, interview from tourists and Gondar tourism bureau. To do this, the researcher was used both probability sampling technique and non-probability sampling such as simple random sampling methods and purposive sampling method respectively. The data were analyzed by using chart, table, and graph and by using narrating (statement) method. The result of the study show that lack of promotion, lack of physical infrastructure (road, transportation system, network facility, availability of hotel accommodations especially in tourist site), and low level of awareness about tourism industry. On the other side tourism sector the town create job opportunities and improve growth of town. Finally, researchers' recommended that opportunities measure must be taken or policy measures must be taken by concerned bodies will suggest alleviating the major challenges and improving opportunities of tourism industry in town.*

# CHAPTER ONE

## 1. INTRODUCTION

### 1.1 Background of the Study

Tourism is the temporary movement of people to destination outside their residence for not one consecutive year for leisure, holiday, recreation and other purposes (Bishwanath, 2015). African countries have enormous potential for the development of viable and sustainable domestic and international tourism industry. In Africa countries like Botswana, Kenya and Ethiopia have a great potential for the development of tourism sector, as they have a good weather conditions, waterfalls, varieties of culture, tradition and music. However African tourism economy does not fully exploited and touched especially in Ethiopia. Despite it has numerous intentional tourist site like Lalibela rock hewn church, Semen national park, Fasil royal compound , Axum historical and Archeological site in the and konso cultural landscape in south of Addis Ababa, Harrer Jegol in Harrer are the most important tourist site in the country (Getachew,2006).

The tourism industry in Ethiopia could be legitimately described as one that is still in its infancy. Its current low level of development is often attributed to changes in governance systems and development policies, weak promotion, lack of trained manpower, finance, and knowledge and management capacity. In particular, the sudden and dramatic shift of the country's political leadership and development ideology from Monarchical absolutism and markets to military dictatorship and socialism in 1974 had a dramatic arresting impact on both foreign and domestic tourism development. In 1991, the assumption of power by the Tigrean Peoples Liberation Front (TPLF) and the subsequent creation of a broader front under the banner of Ethiopian People's Revolutionary Democratic Front (EPRDF) introduced yet another major shift in governance and development ideology in the direction of 'ethnic' federalism and a more market-oriented economic development and management system. The highly truncated system of tourism development under the previous administration was changed when the new government allowed the participation of the private sector and strengthened its institutional guidance through the creation of a new ministry of culture and tourism (Alok Ph.D,2018)

Ethiopia is a country of diversities which is unique potentials for developing tourism. The geographic and cultural diversities combined with various historical sites and fauna, land forms

cultural mosaics that made it to be one center of attraction in the continent. Ethiopia has high potential resource for tourism but it is still under developed because of the shortage of modern international standard hotels, lack of shopping facilities for tourists and lack of entertainment facilities and also lack of well-trained creating staff guide limited number of travel assistances but tourism contributes for national economy, promotion of foreign exchanges earning, creation of new job opportunities and promotion of taxes for governments revenues and promotion of Ethiopians contact with the out said world.([Http//;www tourism in Ethiopia.com](http://www.tourism.in Ethiopia.com)).

The Amhara region is blessed more with abundance and diversifies natural and manmade tourism resources. Thus it has great potential for development of tourism industry.

Gondar town is one nodal town in Amhara region North Gondar zone. It has different tourism attraction site which include are Fasil royal compound, semin national park, forty four churches and so on (culture and tourism bureau of Gondar town, 2018).

## **1.2 Statement of the Problem**

Tourism has been come an attractive sector throughout the world economy particularly in developing country. Its growth affects not only the activities directly linked to tourism, but also other sector like service sector. Tourism as growing industry can play an important role for the growing economy of Ethiopia since she has high tourism potential (Bristol S.G, 2012).

Gondar town is rich in natural and cultural tourist sites. Among the most important one are Fasil building, forty four churches These sources of tourism are creating new job opportunities, important source of income and give sustains cultural heritage conservation. Yet, and tourism in the town is not well developed even if it is one of the tourist sites in the northern Ethiopia. (Maayii Tesfa Regassa, 2020).

The problem by which tourism has been extremely challenged are low level means of transportation and communication like less availability of road transport service for tourist, the absence of promotion. This means weak promotion about the tourist site through internet, television and radio etc. and low level of infrastructures such as restaurants, hotels and entertainment facilities. The other one is less participation of local community and low level of awareness of people towards tourism and they are not involved in tourism activities, the civil war

in northern Ethiopia has been going on for four consecutive years, covid -19 epidemic diseases in the world had the great impact on this tourism, and weak tour guide association in the town obtained by primary survey before conducting final study. Based on this assumption, this study would be focus on existing knowledge gap above assessing the challenges and opportunities of tourism development in Gondar town. where those few studies conducted so far in study area like Danial Asfaw (2000) focused on the impacts of tourism on socio economic development and Abreham Zeresenay (2007) focused on the opportunities of tourism for local community were not addressing challenges and opportunities of tourism development.

### **1.3 Research Objective**

#### **1.3.1 General Objective**

The overall objective of this study was to assess the challenges and opportunities of tourism development in Gondar town.

#### **1.3.2 Specific Objectives**

The specific objectives of the study were:

- ✓ To identify the opportunities of tourism on local economy of Gondar town.
- ✓ To assess the role of perception on local community, towards tourism development in Gondar town.
- ✓ To examine the challenges of tourism development in the study area.
- ✓ To identify the prospect of tourism industry for the future in Gondar town.

### **1.4 Research Questions**

- What are the opportunities of tourism development on local economy of Gondar town?
- What is the attitude of local communities towards tourism industry in Gondar town?
- What are the challenges of tourism development in Gondar town?
- What is prospect of tourism industry for the future in Gondar town?

### **1.5. Significance of the Study**

This study was useful as a base for the researcher who can conduct his research on tourism sector, and also helps the government bodies and policy makers to understand the basic challenges and opportunities of tourism development in Gondar town. This would enable to formulate and design better policy and strategy even to lay down rules and regulations that support tourism development.

It would also motivate the government and non- governmental organization and the community at large to establish sustainable tourism development. The basic rational for the undertaking this study has been provided information about tourism industry in Gondar town.

### **1.6 Scope of the Study**

This study is delimited to the Gondar town, which is found in Amhara national regional state of Ethiopia. The study would focus on this area to describe the challenge and opportunity of tourism development in the town.

### **1.7 Limitations of the Study**

While conducting this research the researchers have faced a number of constraints .Among this:-

- ❖ Lack of money for written, transport, paper and the like.
- ❖ Unwillingness of the respondents.
- ❖ Lack of written documents.
- ❖ Lack of punctuality among tourist.
- ❖ Lack of ethical behavior among the respondents.

### **1.8 Organization of the Study**

The paper was organized in to five chapters. The first chapter focus on the introduction part of the study which contains background of the study, statement of the problem, scope of the study ,objectives of the study, limitation of the study and organization of the paper. The second chapter discusses various reviews of literatures and concerning definitions and concepts of tourism, impacts of tourism development. The third chapter deals about description and methodological study area. The fourth chapter deals about data analysis and interpretation of collected data. The last fifth chapter deals about conclusion and recommendation.

## **CHAPTER TWO**

### **2. REVIEW OF LITERATURE**

#### **2.1. Theoretical framework**

##### **2.1.1. Definition of Tourism**

Tourism is one of the largest and fastest growing sectors in the world. It describe as the activities of the person traveling to the staying in place outside usual environment for not more than on consecutive year for leisure, business, and other purpose (David J. elfer, 2006).

Tourism is multi- dimensional activities which touch many lives and many different economic activities. It arises out of a movement of people to and their stay in various places or destination. The movement of destination is temporary and short term in character the intension is so return within few days, weeks or months. Destination are visited for purposes others than taking up permanent residence or employment in the place visited (Chris cooper, 2005).

##### **2.1.2. Types of Tourism**

Based on the destination type tourism can be divided into two, those are Domestic and international tourism.

A person who travels with the country to place other than his usual places of residences and staying at hotel or other rented places uses the sightseeing facilities for duration of not less than 24 hours and not more than one year. They do not cross the national boundaries. In this case there are no language, currency and document barriers (Mohammed, 2009).

It means person who travel to other countries. In this case, there are different languages, currency and document in the form of passport and visa which stand in the way of free movement of people (Smith S.L.2014).

##### **2.1.3. Geographic Component of Tourism**

Geographic point of view in tourism consist three components.

###### **2.1.3.1. Tourist Generating Area**

Itis an area of origin of tourist or area where tourists permanently live. These areas are the source of demand area of promotion, tour operation and travel retying (Bishwanath, 2015).

###### **2.1.3.2. Tourist Destination Area**

An area which attracts tourist to stay temporarily will have features that are no found in the generating areas. They attract tourists due to their supply products and more areas of the main activities of tourism taking place (Aref and Red Zuan, 2009).

### **2.1.3.3. Tourist Routes**

Tourist routes are areas that link generating and destination areas. Areas crossed by tourist while traveling between generating and destination area, where transport accommodation services is taking place and area visited by tourist in route. Tourism and transport are inseparable. Tourism is about being elsewhere and transport brings the gap between origin and destination (Bishwanath, 2015).

### **2.1.4. Tourism and Employment**

Tourism industry is a major provider of employment. Growth in tourism results an increase in employment.

Direct employments of tourism are the person who works in tourism enterprises such as hotels, tourist shops and travel agencies. This people primarily involved in providing services and goods for directly from tourist.

Indirect employments of tourism are jobs generating in the supplying sectors such as agriculture, fisheries and manufacturing. And induced employments additional people supported of income made by the direct and indirect employees like traders.

Construction employment is the other role of employment by tourism generated in the construction of tourism facilities and infrastructure like road construction, hotel construction and lodge construction (Donnish foster, 2012).

### **2.1.5. Elements of Tourism**

There are certain elements which are essentially for tourism. These are pleasing weather, scientific attraction, historical and cultural factors.

#### **2.1.5.1. Pleasing Weather**

One of the most important and essential attraction of any tourist places is fine weather which warm sun shine, for holidaying, good weather is particularly important ingredients, since it plays an important role in holidaying, pleasant and non- pleasant experience.

#### **2.1.5.2. Scenic Attraction**

Scenic attractions like good weather are important factors in tourism, scenery and or the land scope consisting of mountains, lakes, water fall, glaciers, forest and desert are strong force attracting people to visit them.

### **2.1.5.3. History and Culture**

History and culture interest of characteristics exerts powerful attraction for many manmade features or products attract tourist like religion, museum, art galleries, agriculture, archeological site and cultural events.

## **2.2. Tourism Development in Ethiopia**

Ethiopia is one of the oldest countries in Africa. Ethiopia is unique in many ways such as it has its own alphabet and calendars in 1903 remarkable recognition of Ethiopia after the victory of Adwa 1896. International level leads to diplomacy of Ethiopia with the outside world. Ethiopia tourism organization was set up in 1961 officially established in 1964. In 1966 by order number 46, it become under the ministry of commerce industry and tourism acting as the main government agency and dealing with tourism (Ayalew, 2009).

### **2.2.1. Tourism Service**

Many tourism services depend on the movement of tourism such as customs and passport control, and yet are not consider part industry, other services while peripheral to the industry never there is play an important role in provide in services for the tourist them serve and to the support of tourism such as:-

**Guiding service**, this service entitles guiding informing and sometimes interpreting information for tourist.

**Marketing service**, many organizations provides marketing support for the promoters, the producers and distribution of travel and tourism products.

**Travel agencies**, is a private sector retailer or public services that provide tourism related services. It arranges travels and accommodation for customer (Mohammed, 2009).

### **2.2.2. Problems of Tourism**

The growth of tourism has its own problems. The first is that of land use when much of the area of a tourist destination devoted to agriculture, and there may be conflict between the demand for tourism and the demand for agriculture. (Choke S and Macbeth, 2007).

If tourism is to grow more land has to be devoted to it. This raised the problem of the allocation of scare resources in the most satisfying manner, cars and buses create congestion on the roads and at sites as well as noise and other form of pollution. Pollution is becoming in a major problem facing the future development of their tourist industry. Lastly tourism a seasonal activities, most of facilities of the city are used for a few months. This leads to a waste full use of

resources and many results in season's unemployment. The major problems of tourism development are:-

- Lack of enough capital in developing countries.
- Lack of awareness of people towards tourism industry.
- Lack of harmonization between administrating tourist attraction and tourism operations.
- Lack of proper management of related services giving sectors.
- Northern Ethiopia consecutive civil war.
- Covid 19 epidemic disease.

### **2.2.3. Impacts of Tourism Development**

It is a well- known fact tourism is great important to a nation. It has numerous benefits to country. After sometime however it can also unfavorable economic, social and environmental effect on the host community. The following are positive and negative impact of tourism development in the local community (Kebede, 2008).

### **2.2.4. Positive Impacts of Tourism**

Tourism development can bring the following positive impacts:-

- Facilitate foreign exchange earnings
- Provide government revenue
- Create employment opportunities for indigenous craft man
- Broadens cultural integration
- Preservation of environment

### **2.2.5. Negative Impacts of Tourism Development**

Negatives of tourism development of are changes on cultural, traditions, consumes, festivals, values, languages and family structure.

- Increase the demand for goods and services as a result of tourism expand it there may cause inflation.
- Employments tend to be seasonal as workers may be laid off in winter season.
- Environmental pollution may occur from the different kind of waste left by tourists and cause damages to plants and animals, even human being. When engaged in the tourism, industry, the government ought to calculate the cost in curved and benefits gained from the sub- sector to investigate whether the positive impact of the industry out weight the negative one (Donnish, Foster, 2012).

### **2.2.6. Future of Tourism**

Tourism has developed to a level where it has become a major industry force for social change and major problem for goods and services. The world is a period of rapid of transpiration, the traditional tourist generating countries are moving from an industrial sector (stage) to post industrial sector. With this change life cycle and value are also changed. This changes the life style of customers demand for travel. The following variables will shape in the future (Richard sharply 2006).

### **2.2.7. Political Development**

In the late 1980 we see changes of political map of the world and this number of implications for tourism. The fall of communism has led to expansion of tourism because huge number of thronged to see the out- side world.

### **2.2.8. Transportation Development**

Tourism is highly depends upon transport technology and the consequent improvements in efficiency and safety of travel. These associated with infrastructure should both now and in the future operate with in natural capacities for regeneration and future productivity of natural resources (Richard Sharply, 2006).

## **CHAPTER THREE**

### **3.DESCRPTIONS OF THE STUDY AREA AND RESEARCH**

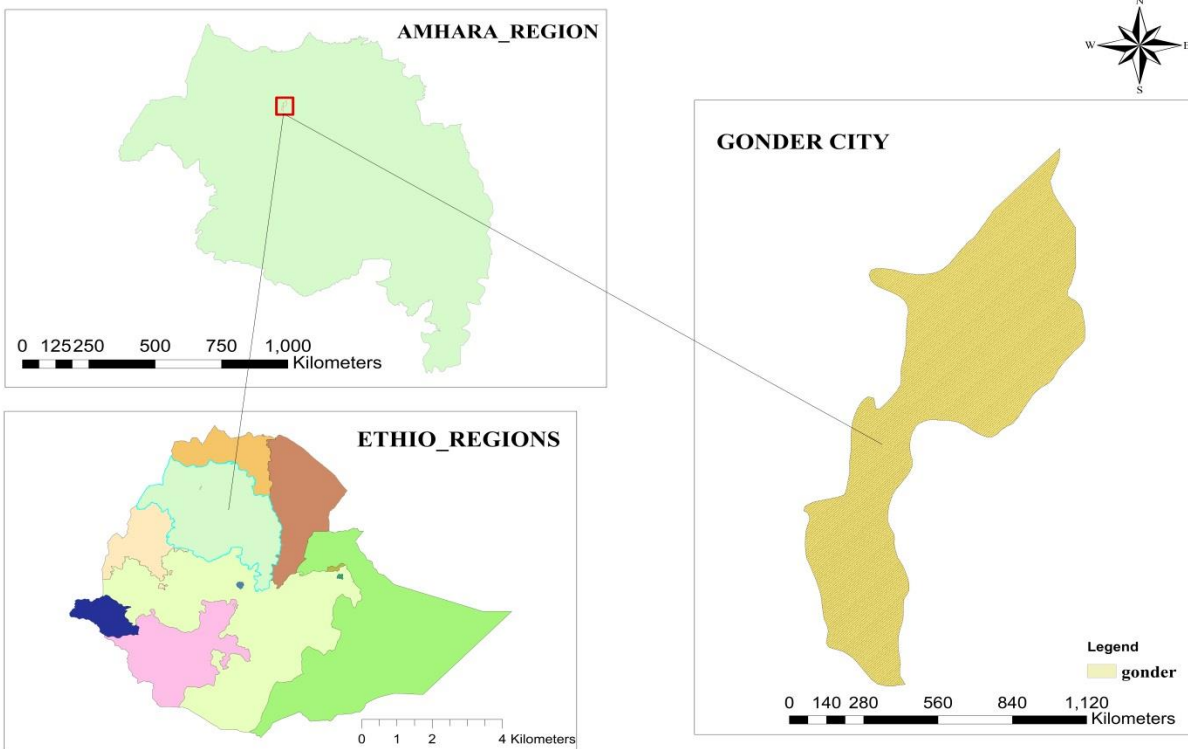
#### **METHODOLOGY**

##### **3.1 Description of Study Area**

###### **3.1.1 Location**

Gondar position in North West at about 740 Km and 175 Km away from Addis Ababa and Bahierdar respectively. Its astronomical location between 12°10 00”N-12° 40 00”N Latitude and 37 ° 21-”E - 37 ° 47 30”E Longitude. Its altitude is 2133m above sea level. Gondar town is located at north Gondar zone and administrative subdivision of Amhara national regional state north central parts of Ethiopia. It located on the southern share of Lake Tana and the source of Blue Nile (abay) river. Gondar is bordered on the south by south Gondar zone, on the west by lake Tana on the west by Dembia. On the north by lay armachiho on the north east by wogera and on the south east mirebbelsa. The town was founded by emperor fasiledes in 1636 the site of numerous casteless like palace dating from 17th and 18th.

Figure 3.1 map of study area



Sources:-Researchers 2024

### 3.1.2 Climate.

The mean annual minimum and maximum temperature of the study area is about 12.60c and 26.10c it could be categorized under woinadega climate zone. There is seasonality of rainfall in the study area with the maximum precipitation occurring from June to September due to its elevation annual 421mm (Araya Asefaw 2008).

### 3.1.3 Topography

The topography of the study area include plan goes plateau hills and mountains and its altitude range from 500m to high of 4620m found at peak of rash dashen. The rash dashen mountain which found in north Gondar administrative zone is Ethiopia highest mountain and Africa fourth highest mountain (Admassu 2008).

### 3.1.4 Population

The population of Gondar town estimated to be about 306,246 According to data obtained from administration office 158123 male and 148123 female (CSA 2008).

### **3.1.5 Economic Activities**

Gondar town economic activities are more depending on agriculture, trade, small enterprises and cottage industries in formal business activities are major economic activities of the town. In the town 4055 households are engaged in farming activity with an average land owning 0.33 hectares per household. Trade has a long history in the town and recent development.

### **3.1.6. Ethnic Composition and Language**

The majority of the inhabitants practices Ethiopian orthodox Christianity i.e. 97.40 percent is Orthodox Tewahido the rest 1.46 percent of the population is Muslim and 1.14 percent others. Amharic is an official language in the town 93.92 percent of residents are speaking Amharic 4.32 Tigrigna and 1.76 percent is speakers (cultural and tourism sport office, 2008).

## **3.2 Research Methodology**

### **3.2.1 Research Design**

In this study the researchers' has employed descriptive research designs in order to describe challenges and opportunities of tourism development in Gondar town.

### **3.2.2 Research approaches**

In this study was use both qualitative and quantitative (mixed approach) research method. In the researchers will employed at the same time in mixed the researchers would be used interview, questionnaire, and field observation. This is because the mixed method helps to check validates of one form of the data with the other form, to address different types of questions.

### **3.2.3. Data Types and Source**

In order to obtain relevant data about challenge and opportunity of tourism development in the study area the researchers used both primary and secondary data sources.

**Primary data sources** are first hand data which was obtained from the local community, officials through interview and questionnaire.

**Secondary data source** was collected from official documents, internet, and library from different books, journals, articles and magazines.

### **3.2.4. Sampling Technique and Sample Size**

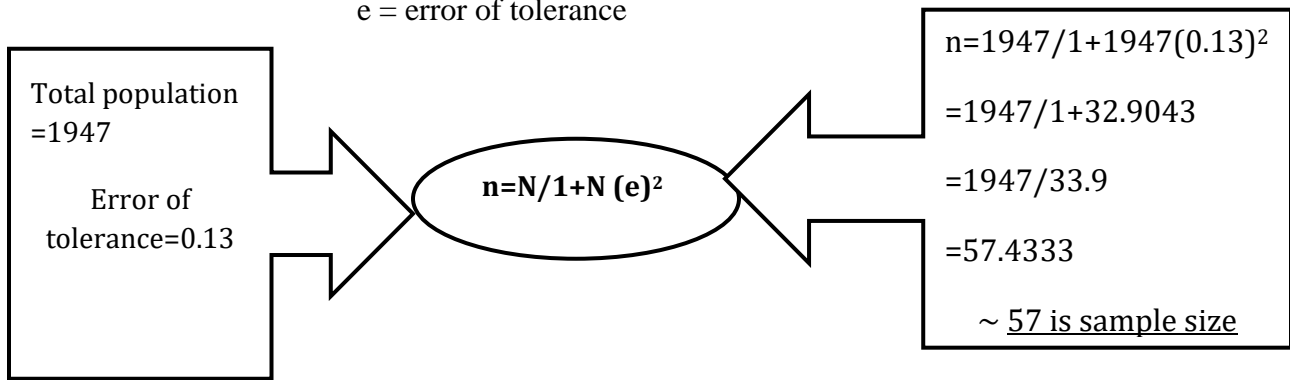
According to Gondar town administrative office, there are six sub city in the study area. From its six sub city selected Jantekel sub city, this selected sub city there are four kebeles .the researcher selected purposively 04 Kebele (Fasil dese) based on seriousness of problem of tourism site in the selected Kebele which includes lack sufficient service provider, low

infrastructure service and low government attention to this site and more tourist site found in this Kebele. With total population (household) of 1947. Then the researchers has employed Simple random sampling technique to get the target population or sample size and to give equal chance of selection our sample size was be 57 .The reason Why we take this amount of sample is because of shortage of time, lack of finance to assess total population of that Kebele.

The sample size is calculated as follows by using Slovene formula: -

$$n = \frac{N}{1 + N(e)^2} \dots\dots\dots \text{Source: Yamane, 1997}$$

Where            N = total household  
                       n = sample size  
                       e = error of tolerance



**3.2.4. Data Collection Instrument**

The researchers’ was employed three data collection instruments/tool for this study. These were questionnaire, observation, and interview.

**3.2.4.1. Questionnaire**

The researchers’ used questionnaire to gather information from the sample respondent’s .The questionnaire would consists both close and open ended questions. The researchers’ would use questionnaire for this study because it is use full to get relevant information from large number of respondents. Data was obtained from local community, hotel managers and tourist.

**3.2.4.2. Interview**

The type of interview the researchers’ has employed semi structured interview for 10 respondents (4 from woreda culture and tourism office and 3 from Kebele tourism office, 3 from *Visitors*). Because of this the interviewer is not allowed to change the specific wordings of the questions in the interview schedule. Data would obtain from culture and tourism bureau of the town and visitors.

### **3.2.4.3 Observation**

Researchers' used also observation in order to triangulate the information collected from the questionnaire and interview as well as strengthen the information.

### **3.2.5. Method of Data Analysis**

In order to analyze and interpret the collected data from respondents and different documents, the researchers' have employed both quantitative and qualitative methods data analysis.

**Quantitative method** has used to describe data in numerical value such as chart, graphs, tables and percentages.

**Qualitative data analysis** method has used to describe the collected data in narration or statements forms.

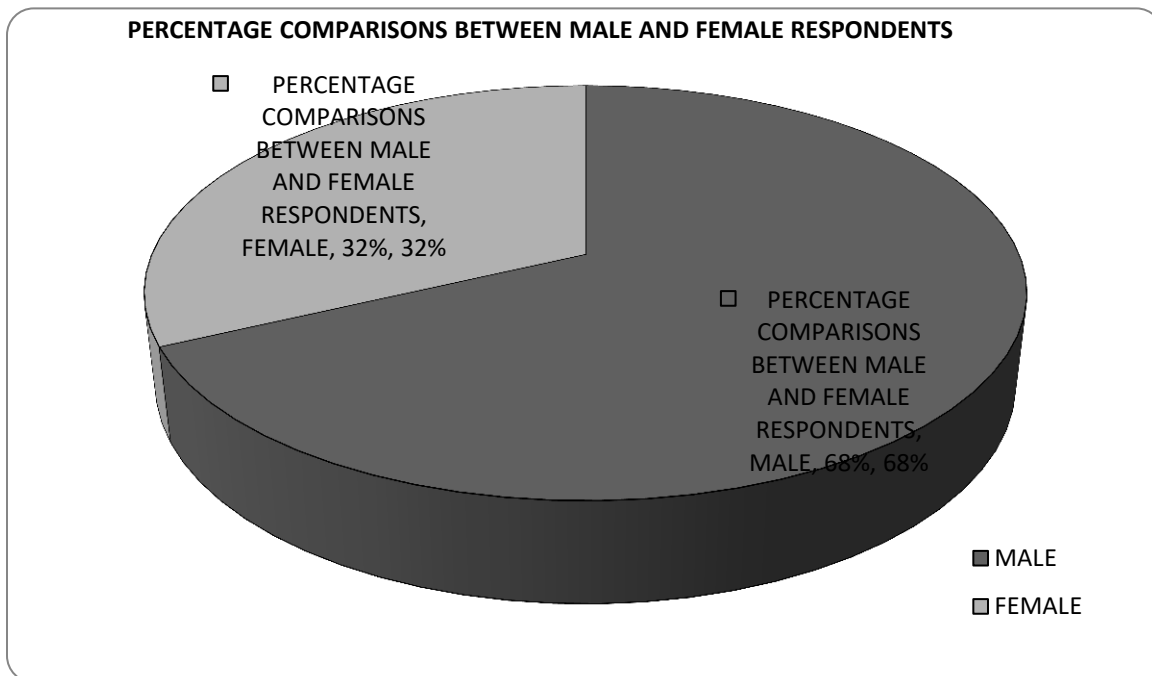
## CHAPTER FOUR

### 4.DATA ANALYSIS AND INTERPRETATION

This chapter deals with discussion and explanation about the challenges and opportunities of tourism development in Gonder town. The collected data through questionnaires and interview were presented, analyzed and interpreted depending on objectives of the study.

#### 4.1 General Background of the Respondents

In this part the demographic characteristics of the respondents are described. The basic demographic variables are sex, age, educational status, professional status and marital status



**Figure 4.1. Percentage comparisons between male and female respondents**

**Source: field survey (2024)**

The above figure on sex composition of respondents revealed that 68% of the sample is males and the rest 32% are females. From this information one can conclude that the number of male is greater than the number of female respondents. This indicates that there is high numbers of males which participate in tourism industry as compared to females.

**Table 4.1. Age distribution of respondents**

Age group	Number of respondents	Percentage
26-35	27	47.4%
36-45	10	17.5%
46-55	14	24.6%
Above 55	6	10.5%
Total	57	100%

Source: field survey (2024)

As it can see from the above table, 47.4% of the respondents grouped under the age of 26-35, 17.5% of the respondents grouped under the age of 36-45, 24,6% of the respondents grouped under the age of 46-55, and the remaining 10.5% of the respondents grouped under the age of above 55. from these the higher numbers of the respondents are the age group 26-35. This implies that the majority of the respondents are young age and it contributes for the development of tourism development.

**Table 4.2 Marital status of the respondents**

Marital status	Number of respondent	Percentage%
Single	19	34%
Married	31	54%
Divorced	4	7%
Widowed	3	5%
Total	57	100%

Source: Field survey (2024)

Table 4.2 Indicates that 54% of the respondents are married, 34% of the respondent are single and the remaining 7% and 5% of the respondents are divorced and widowed respectively.

**Table 4.3 Educational status of the respondents**

Level of education	Number of respondents	Percentage%
Primary school completed	34	60%
Diploma	8	14%
Degree	14	24%
Masters	1	2%
Total	57	100%

**Source: field survey (2024)**

The above tables indicate 60% of the respondents attended primary school completed and 24% of the respondents attended degree but the remaining 14% and 2% of the respondents attended diploma and masters respectively. This indicates that the majority of the respondents are at low level of educational status of the respondents.

**Table 4.4 working condition of respondents**

working condition	Number of respondents	Percentage%
Civil servant	16	28%
Farmer	13	23%
Merchant	15	26%
Driver	11	19%
Guider	2	4%
Total	57	100%

**Source: field survey (2024)**

According to the data presented in above table, in terms of working condition 28% of the respondents are civil servant, 26% of the respondents are merchants, 23% of the respondents are farmer, and 19% and 4% of the respondents are drivers and guiders respectively. The researchers understand that civil servant more participant in tourism sector of town.

## 4.2 Tourism Potential of the Town

**Table 4.5 Tourism potential of the town**

Items	Response type	Frequency	Percentage
Level of tourism development in the town	Very high	0	0%
	High	6	10%
	Moderate	29	51%
	Low	15	26%
	Very low	7	13%
	Total	57	100%

**Source: - Field survey (2024)**

As it is shown in the above table, 51% of the respondents replied moderate, 26% of respondents replied low level of potential, 13% and 10% of the respondent replied very low and high level of potential respectively. But none of the respondents replied very high potential level of tourism development in Gondar town. From the respondents response we can conclude that the half of respondents was indicates the tourism potential of the town is moderately developed.

## 4.3 Attitude of Society towards Tourism

**Table 4.6 Attitude of respondents towards tourism industry**

Items	Response type	Frequency	Percentage
Attitude of society towards tourism	Very good	30	53%
	Good	19	33%
	Moderate	8	14%
	Negative	0	0%
	Total	57	100%

**Source: - Field survey (2024)**

As it is shown the above table, 53% of the respondent have very good attitude toward tourism industry 33% and 14% of the respondent have good and moderate attitude towards tourism service respectively. The researchers understand that many people of Gonder town are a very good attitude and perceptions towards tourism industry based on response of respondents that obtained by questionnaires to understand attitude of society to tourism development in town.

#### 4.4 Importance of Tourism for Society

**Table 4.7 Importance of tourism for society**

Items	Response type	Frequency	Percentage
Importance of tourism to the society	Yes	54	95%
	No	3	5%
	Total	57	100%

Source: - Field survey (2024)

The above table indicates that 95% of respondents said that tourism has important for community and rest 5% of respondents said that tourism has no important to community. The researchers understand that the majority of respondents said that tourism is important for community/society. In answering to the question to list its importance they replied that tourism is important in terms of creating job opportunities, provide spiritual purpose, promote the culture of society, earn of income for local community, add aesthetic value and increase conservation of natural resources. Society benefited from tourism development in different way such as:

**Revenue generation:** - this can be performing by the society by constructing well standards hotels and other tourism service for these tourism sites. In relation to the whole society, the nearby society is more beneficial in term of this.

**Infrastructural development:-** it means that construction of infrastructure facilities like road, water supply, electric supply and other tourist facilities have a large benefit for the whole society because the society use constructed tourist services as a primary user. Tourism is important for the local community to creating employment opportunity.

**Transportation:** Bajaj are in great demand as the tourist always wants taxies as means of transportation. The Bajaj owners and drivers are paid whatever money they demand from the tourists. This has also created several job opportunities

**Restaurants:** Due to the development of tourism in Gondar Town, number of restaurants is increasing day by day. Thus providing various job opportunities for unemployed. Day by day the income of the restaurants is increasing, thus increasing the wages of the workers working there. From the trained people, like manager even the untrained sweepers, cook and others getting good wages.

**Shopkeepers and street traders:** The number of shops and street traders are increasing, thus providing job opportunities for untrained and unskilled.

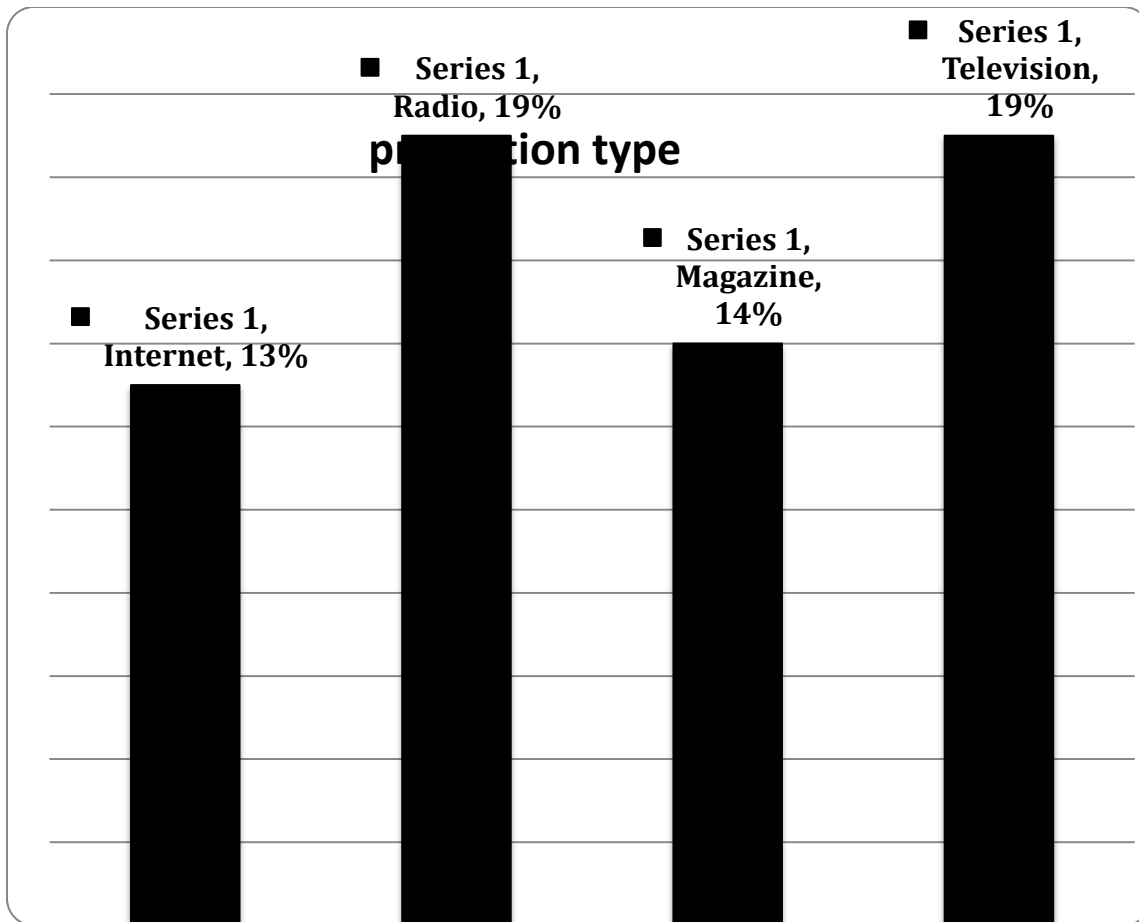
#### 4.5 promotion of Tourism

**Tables 4.8 promotion of tourism**

Items	Response type	Frequency	Percentage%
Tourism promotion	Yes	37	65%
	No	20	35%
Total		57	100%

**Source: - Field survey (2024)**

According to the above table, 65% of the respondent replied there is promotion and the rest 35% of the respondent replied that there is no promotion in Gonder tourist sites. Due to the shortage of budget and lack of skilled man power. So tourism bureau have to give concern on advertising and to invite more tourists than before.



**Figure 4.2 Ways of promotion**

**Source: - field survey (2024)**

As it is shown in the above figure 19% of respondents were respond to radio and 19% of respondents respond to television is used to promotion of tourism destination and advert tourist sites are the favorable way. 13% of the respondents respond that internet and 14% magazines accounts least promotion for tourism announcement.

#### **4.6 The role of government for tourism development in Gondar town**

The respondents replied that the role of government for development of tourism sector of Gondar town as follows

- Initiating investors to invest their capital in tourist site as well as in the town.
- Creating of good environment for tourist related with safety place.
- Partial fencing of tourist destination area.
- Government are employed the person who had learn in tourism education.
- Government should give security services at tourist sites.

However, role of government is low because it gives low attention to tourism sector in the town and it is not sufficient service to the tourist through interviewees answer.

#### 4.7 The Role of Local Community for the Development of Tourism Sector in Town

To develop tourism in Gondar, the role of local community could be respecting and giving exact information for tourists, protecting tourist attracting areas from damage, arrange comfortable environment, the people to be hospitable, responsible and accountable to conserve the tourist site and participating in promotion and activities etc. The local community also engaged in helping tourism development by supplying essential things starting from small merchants up to big lodges. The researchers understand that both government and private sectors should work complementary to raise tourism sector in the future.

#### 4.8 Challenges of Tourism Development in Gondar Town

**Table 4.9 challenges of tourism development in Gondar town**

Items	Response type	Frequency	Percentage %
Challenges of tourism development	Lack of infrastructure	18	31.6%
	Lack of accommodations	14	24.6%
	Shortage of guider	16	28%
	Lack of promotion	9	15.8%
	All	57	100%
Total		57	100%

**Source: - field survey (2024)**

According to table 4.10 the entire respondent said that, all are challenges for tourism development in Gondar town. This indicates all the above challenges affect tourism development in the town. The main challenges facing the town tourisms development collected from tourism bureau are the following:

**Problem in coordination of human resource with related to tour guide:** - for every an economy human is the pillar of each activity of the production and distribution. In tourism sector a skilled man power is needed on both the office work. People employs in tourism pay an

important role in determining the success of the tourism development. The skill and attitude of those who are employed in all sectors of tourism is what usually gives the biggest impression to visitors or negatively view of the other potential visitors. There is a lacks of sufficient skilled man power .These are the most influential resource in tourism development.

### **Promotional limitation**

Promotion is very vital component of tourism business development and marketing. Effective promotion can motivate tourist visit to a particular destination. Promotion becomes effective whenever promotion is done through targeting the potential customers using appropriate Media. In this regard, as it was able to see different stakeholders' contribution in promoting the study site, lack of effective and powerful promotion is one of the main challenges for low level of tourism development in Gondar town.

### **Poor Transport and Infrastructural Development**

Infrastructure is a key determinant factor that promotes arrivals in any tourism destination

**Transport infrastructure** is an essential component of successful tourism development in that it induces the creation of new attractions and the growth of existing ones. On one hand it affects arrival and tourism development whenever there is no development on transport infrastructure. On the other hand, it is fundamental for development of other infrastructures in particular destination; for example in Ethiopia electricity wires is stretched following roads this condition also affect tourism sector of town.

#### **4.8.1 Deficits of Tourism Service in Gondar Town**

**Table 4.10 deficits of tourism service in Gondar town**

Items	Response type	Frequency	Percentage %
Deficits of tourism services	Hotel	11	19%
	Communication	10	18%
	Transportation	15	26%
	Tour map and guider	21	37%
Total		57	100%

**Source: -field survey (2024)**

According to the above table about 37% of the respondent tour map and guider are more deficit to visitors and the rest of 26%, 19% and 18% have deficit of transportation service, hotel and communication service respectively. The researchers' understand that tour map and guider more deficit to visitors in Gondar in addition to this hotel, transportation, and communication also deficit in the town. These deficits hinder tourism development in Gondar town.

#### 4.9 Cultural Interaction between Visitors and Society

**Table 4.11 cultural interaction between visitors and society**

Items	Response type	Frequency	Percentage
cultural interaction between tourist and local community	Yes	44	77%
	No	13	23%
	Total	57	100%

**Source: - field survey (2024)**

According to the table 4.12 77% of the respondents respond they have cultural interaction between tourist and local community and rest 23% of respondents respond no cultural interaction between tourist and local community.

#### More diffused culture in Gondar town

**Table 4.12 more diffused culture in Gondar town**

Items	Response type	Frequency	Percentage
Which culture is more diffused?  Diffusion of culture	Language	10	17%
	Food	8	14%
	Music	5	9%
	Dress	16	28%
	Others	5	9%
	No	13	23%

	Total	57	100%
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**Source: - field survey (2024)**

According to the above table 28% of respondents respond dress are more diffused than other and rest 17%, 14% and 9% of respondents respond language, food and music respectively is diffused. The researchers understand that, in Gondar town cultural interaction is more created on dress, language and food respectively. In case of dress diffusion effectively than others, this means the dress style of the town are more affected by visitor. In the cause of language, food and music are it is less or no more affected in the town.

#### **4.10 prospects (opportunities) of Tourism Development in Gondar Town**

The researchers try to carry out to know the future development of tourism in Gondar town by collecting information from respondent and analysis information through interview by in the following way.

##### **4.10.1 Provide All Sectors of Tourism**

These are:

- **Transportation:** - this sector involves transporting tourist from, to around the tourist destination area.
- **Travel agency:** - travel agencies are the one stop for everything involving with visiting a place, including transportation, accommodation and attraction.
- **Guided tour and tour guide:** - a guide is tour service or professional. Tour guides is a tourism business that specials in evolving informative and entraining tours through on area local attractions.
- **Hospitality:** - a hospital business pertains to any food or beverage establishment that tourist may frequent.

**4.10.2 Government Emphasis towards the Industry:-**The intervention of government towards tourism industry through funding some money is one way of promoting tourism and develop to generation.

**4.10.3 Efficient Infrastructure Development:-**For development of the tourism industry, infrastructure play a vital role in transporting tourist to their destination and for the satisfaction of accommodation service of the tourist like hotel, infrastructure like transportation, hotel,

electric and water supply, communication service and other further accommodation service are the most crucial to development of tourism sectors in the future.

**4.10.4 Increase Community Awareness towards Tourism Industry:** - for the development of tourism increases the awareness of the local people towards tourism industry and the most basic to develop tourism industry.

**4.10.5 Well Preserved and Developed the Destination Area:** - to develop tourism sector in the future time well preserved and developed the destination area are the most important for the development of tourism sector by the following reasons:-

- ✓ Host community towards tourism has grown up tourism sectors.
- ✓ By developing the designations of attractions are in different ways such as the community has preserved to the culture, Heritage, and Hospitality to change the perception and develop tourism in the future.

#### **4.11 The General Response of Visitors**

To investigate this study, the researchers optimize information through interview from visitors in addition to the data collected by questionnaires; the information gathered from visitors in the form of interview can analyze according to the following ways. Gondar town tourist sites are visited by different tourists. Among these tourist most of them are known this destinations and visit tourist site more than once. However, less than half of the visitors cannot know about the site before who visit the site. In addition to this some information from internet about the climate condition of the place due to these factors we encourage to come and visit this tourist sites. After visited the tourist site of the town majority of the visitor said that we can satisfy by visiting those wonderful natural and cultural tourist sites. Can create happiness in their mind and force them to visit these again and town have these remarkable tourist sites. But there are many observed problem related to this sites especially infrastructure facilities like transportation and hotels cannot prepare a special food and beverages, lack of tourist map to indicate tourist site and other related accommodation service facilities can matter visitors to visit at tourist site.

The researchers conclude that the visitors were pleased, but there were many challenges which hinder visitors from visiting. So many things must be done to improve the service of tourism sector

## **CHAPTER FIVE**

### **5. CONCLUSIONS AND RECOMMENDATION**

#### **5.1 Conclusions**

Based on the above finding the Researchers concluded that on the challenges and opportunities of tourism development of town includes: on the issue of attitude most of the respondent feeling very good or good assumption towards tourism sector of town. The tourism site of town give different opportunities to local communities as well as for town growth in terms of creating job opportunities, motivating investment, increase and improve infrastructure of the town, promote cultural exchange of local communities and protecting natural resource. But on the other hand challenges that affect tourism development of town this challenge mostly occurred around tourist site which includes lack of adequate infrastructure facilities(transportation, communication), inadequate promotions ,lack of accommodation services and low attention of government for tourism sector of the town. Finally, researchers conclude that attractive and potential of tourism in Gondar town has great value. Maximize the benefit of tourism Investment, creates jobs opportunities for local communities in the study area. However the potential of the sector is not utilized effectively and efficiently due to different challenges. Tourism development is at lower stage of development in the town.

## 5.2 Recommendations

As per the findings of the study the researchers' forwarded the following recommendations as listed below in order to overcome the challenges and opportunities of tourism development:-

- ❖ Tourist map should be prepared and erected at the gates of the town to help tourist refer the town.
- ❖ Ethiopia government should set proper incentives for local and international investors in tourism and their activities must be supported by giving financial credit and land for them.
- ❖ Ethiopia tourism organization should promote the cultural and natural attractions of tourist site by advertising in world media and world web sites to attract tourist to the area.
- ❖ Promotional activities should be made in order to bring about attitudinal changes in the mind of the international tourist who are highly influenced by negative media reports about the political instability, famine and drought in Ethiopia.
- ❖ The regional government must have a clear vision of tourism development and commitment to go for it.
- ❖ Gondar town administration office should expand infrastructural facilities at tourist destination area. Particularly road transportation improvement, electric city and water supply.
- ❖ Gondar town tourism bureau should create awareness towards the importance of tourism for local community to scale up the sector.
- ❖ Gondar town administration office should announce the tourism investment opportunities for the private investors to fulfill the gap on the delivery of service provision caused by diversification of tourist.
- ❖ The local community must be give hospital service for foreign and domestic tourist.
- ❖ The local community should be involved in guarding for the tourist attraction site. This is important to avoid conflict of local community interests and the environment.
- ❖ The local community should introduce the culture by selling cultural dress and dancing dance that show culture.
- ❖ Hotel owners should improve and fulfill the need of tourist by giving for the service which is lacked on their accommodation services.
- ❖ It needs additional expanding infrastructural facilities and developing the awareness about tourism sector in town.

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## **APPENDIX**

### **WOLKITE UNIVERSITY**

### **COLLEGE OF SOCIAL SCIENCES and HUMANITIES**

### **DEPARTMENT OF GEOGRAPHY AND ENVIROMENTAL STUDEIES**

### **DEAR RESPONDENTS**

The objective of this questionnaire is to assess the challenges and opportunities of tourism development in Gondar town.

#### **Directions**

- ✓ No need of writing your name
- ✓ Please indicate your answer by putting “X” (mark) in and underline the choice
- ✓ Please put your opinions in places where writing is necessary

#### **PART ONE Background of the respondents**

1. Sex: male  female
2. Age: 14-20  21-25  26-30  above30
3. Education status, primary school completed  Diploma  degree  Master
4. Professional status merchant  Guider  Driver  farmer
5. Marital status Single  Married  Divorced  widowed

#### **PART TWO: Questioners for local communities**

1. In what level the potential of tourism development in Gondar town

A. very high B.high C.medium D.low E. very low

2. What is your attitude towards tourism industry?

A very good B Good C Moderate D Bad

4. Do you think tourism is important for the community?

A, yes B, no

5. If your answer is 'yes' for question 2 what are the important?

.....  
.....

6. Is there any promotion about tourist destination area?

- A. Yes
- B. no

7. If you answer is YES for question number 6, in what ways promotion is used?

- A. Internet
- B. radio
- C. television
- D. magazine

8. What are the challenges that can affect tourism development city?

- A. Lack of infrastructures
- B. Less availability of tour guides
- C. Low level of promotion status
- D. Lack of accommodation service
- E. All

9. What is the positive and negative impact of tourism development in Gondar town?

Positive.....  
.....

Negative.....  
.....

10. How do you feel the role of government to the development of tourist potential of Gondar town?

.....  
.....

11. Which tourism services are more deficits to visitor in Gondar town?

- A. Hotel
- C. communication service

- B. Transportation       D. tourism map and tour guide

12. What are the role of local community for the development of tourism sector in Gondar town.....

.....

13. Is there any cultural interaction between tourists and local community?

Yes  No

14. If you answer is YES for question number 13, which culture is more diffused?

A. Language       C. Music

B. Food       D. Dress

### **PART THREE**

#### **INTERVIEW QUESTION FOR TOURISM BUREAU**

1. What are its contribution in terms of employment, income etc.? Its challenges for growth of tourism in the town?

2. What are the contribution of government and non-governmental organization for the development of tourism in Gondar town?

3. What will be the prospect of tourism development in Gondar town?

## **PART FOUR**

### **INTERVIEW QUESTION FOR VISTORS**

1. What do you feel about visiting this place?
2. Have got a good tour guide?
3. Do you know about this tourist site before?
4. Are you satisfied with the hotel service?
5. Do you observe any problem that affects tourism in this town? Specify

**FASSIL BULDING IN GONDAR TOWN**



***“Thank you for your cooperation”***