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COLLEGE OF AGRICULTURE AND NATURAL RESOURCE

DEPARTMENT OF WILDLIFE AND ECOTOURISM MANAGEMENT

**THE ROLE OF TOURISM FOR URBAN DEVELOPMENT IN THE CASE
OF GONDAR CITY**

A SENIOR RESEARCH

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ABBRIATION AND ACRONYMES

GDP	Growth Domestic Product
NGO	Non-Governmental Organization
UNWTO	United Nations World Tourism Organizations
WTO	World Tourism Organization

ABSTRACT

The study was conducted to assess the role of tourism for urban development in the case of Gondar city. The study also used both primary and secondary source of data in order to gather information from the subject. The primary data were collected by means of face to face Questionnaires, Focus Group Discussion, Interview, Field Observation and Secondary Sources were also collected from text book, internet, website, and newspaper. For the purpose of this study, purposive sample techniques were employed to select the respondents and fill the questionnaires and interview of the key informant. The 30 total respondents were also taken from the study area purposively. The study was analyzed the paper by using descriptive data analysis. The role of tourism for urban development in the case of Gondar city such as as terms of economic benefits; create new job, foreign exchange earnings from international tourism, contribution to government revenue through tax system, improve the standard of living due to multiplier effect and income generate. Hence, the findings of the study revealed that the economic role of tourism in Gondar city such as sell local product, selling food and beverage from the service of hotel and gaining money from hires of bed rooms. Although major challenges were existed such as deterioration of heritages, acculturation and environmental pollution. The study also recommended some possible solution in order to improve the role of tourism in the study area.

1. INTRODUCTION

1.1. Background of the Study

Tourism is defined as the activity of people travelling to and staying in place outside their usual environment for no more than one year for leisure, businesses and other purposes not related to an activity remunerated from the place visited (World Bank, 2009). It is increasingly being interpreted as but one, highly significant dimension of social mobility (Hall, 2005). According to Burns, Mason, and Novelli (2015), it is often described as the world's biggest industry; this is simplistic at best and disingenuous at worst. It does not require detailed empirical investigation to see the ways in which the regional and transnational flows of tourists as well the various scopes created by its sectors (airline, hotels, business) marking up the tourism industry are reordering the world (Franklin, 2004).

The history of tourism can be traced back as far as the Babylonian and Egyptian empires (). A museum of historic antiquities was open to the public in the sixth century BC in Babylon, while the Egyptians held many religious festivals attractive not only the devout, but many who come to see the famous building and works of art in the cities some early tourist took to vandalizing building with graffiti to record their visit and Egyptian graffiti dating back to 200 BC have been found (Birhane, 2007).

As a result of sweeping economic reforms, the Federal Democratic Republic of Ethiopia (FDRE) has been enjoying unprecedented tourism growth in the recent years. International tourist arrivals have been on a growth trajectory since the 90s rising from 64,000 in 1990 to 681,249 in 2013. This has been matched by growth in the contribution of the travel and tourism sector's direct contribution to the country's GDP which in 2013 was 4.2%, translating to ETB 35,766.6m and is expected to grow by 4.8% p.a. reaching ETB 59, 495.2m (3.6% of GDP) by 2024.

Further, the industry is now an important source of employment accounting for 3.8% of total employment in 2013 representing 985,500 jobs directly and this is forecast to grow by 0.1% in 2014 to 986,000 (3.6% of total employment). Such performance has seen the

tourism industry increasingly becoming an important economic sector in the country and has consequently been identified as an avenue through which the plan for accelerated and sustainable development to end poverty can be achieved, as articulated in the country's Growth and Transformation Plan (GTP), (2010-2015) vision to: Build an economy that has a modern and productive agricultural sector with enhanced technology and an industrial sector that plays a leading role in the economy, sustaining economic development and securing social justice and increasing the per capita income of the citizens so as to reach the level of those in the middle-income countries."

Gondar - was founded in 1635 by Emperor Fasil as a capital of Ethiopia known as Abyssinia during that era -was home to a number of emperors and warlords, courtiers and kings. And it is one of Ethiopia's largest and most impressive towns today: Royal enclosure contained five castles, Fasil Ghebbi, Fasil's bathing pool - celebrated epiphany annually and the elaborately decorated Debre Berhan Selasie Church. The fortress-city of Fasil Ghebbi - one of the UNESCO World Heritage Sites - was the residence of the Ethiopian emperor Fasiledes and his successors in the 16th and 17th centuries surrounded by a 900m-long wall, the city contains palaces, churches, monasteries and unique public and private buildings marked by Hindu and Arab influences, subsequently transformed by the Baroque style brought to Gondar by the Jesuit missionaries (Amhara National Regional State, 2011).

In the city there are different houses with in special kind of architect design used by governmental and private organization for different purposes which was built by Italians during their occupation (Birhane, 2007). Gondar city has high potential to develop sustainable tourism. The hotels, stakeholders may have major benefits from tourism through involving in different service provisions activities to fulfill the need of the visitors (Nurhssen, 2016). The number of tourist is increasing trend time to time. When people travel to different country the amount of money they spent in that country is contribute to the growth of the national GDP (Dwyer, Forsyth and Spurr, 2008).

1.2. Statement of the Problem

Local communities in Gondar have not gotten enough benefit from sustainable tourism development through revenue generation from entrance fee, job creation, economic development, and infrastructure development. Even though tourism has several positive sides for the urban development, the merits of the industry have been limited due to the poor coordination among the industry operators in creating access for job for skilled labor. Many researchers have been conducted research to evaluate the potential tourism resources, and positive contribution related to tourism arrivals of the city, while the role of tourism in the city development was not well studied. And also the various contributions of the tourism sector are not yet fully studied and not identified by government and/or other stakeholders in Gondar city. Therefore, the study was focus on assessing and analyzing the roles of the tourism sector in Gondar city.

1.5. The Significance of the Study

The main importance of the study will to assess for the greatest contribution of the tourism in the development of urban area (special for Gondar city) and able to give benefits of the research includes: creating awareness the local community, to involve the local community clear the role of tourism for urban development, to identify the contribution of tourism for the city, provide information for the stakeholders and who want to work on the sector in city and surroundings. In addition, this study will serve as a reference material for future studies in the field.

1.3. Objectives

1.3.1. General Objective

The general objective of the study was to assess the role of tourism for urban development, in the case of Gondar city and to provide information

1.3.2. Specific Objectives

- To examine the employment opportunity to the city and revenue generation of tourism in the study area
- To analyze the infrastructure and facility expansion due to tourism development in the city
- To identify the challenges on the contribution of tourism for urban development

1.4. Research Question

1. What are employment opportunity existing and revenue generation of tourism in the study area?
2. At what level are infrastructure and facility expansions due to tourism development in the city?
3. What are the major challenges of tourism contribution for urban development?

2. LITERATURE REVIEW

2.1. Tourism

Hall (1991) state that tourism is the temporary short travel of nonresident's to and from destination. it may have a wide variety of impact on the destination, the transit route, and the sources point of tourist, tourism may also influence the character of the tourists, and this is primarily for leisure or recreation, although travels is also important, a central part of tourism experience usually focuses on leisure and recreational activities. Tourism in the 21st century will not only be the world biggest industry, it will be the largest by far that the world has ever seen (Page and Dowling, 2001). As it grows the tourism industry was need no embrace greater responsibility for its impact, be they the economic, social or environmental. Product development and marketing was need to much more closely, based on main travel motivator of 21st century, the three E.g. i.e. entailment, excitement and education (Singh, 2002).

Long before humans could travel over roads, sail in ships, or solar in planes, their only practical method of transportation was their own legs. The first humans were nomadic, driven to travel by the need to hunt deer, birds, and other game. Shortly after the last Ice age drew to a close around 8000 B.C, traders appeared, using seashells as money, and people who lived in land inspiring what may have been the world's first fashion trend (Foster, 1994).

2.2. Tourism and urban Development

Tourism has involved one of the world's most power full for urban development, yet controversial, socio economic force, as ever greater number of people have achieved the ability, means and freedom to travel in the city, not only has tourism become increasingly democratized (Urry & Larsen, 2012), but also both the scale and scope of tourism have grown remarkable. Many urban have become increasingly dependent up on tourism as an economic sector, which by and large remains dominated by wealthier, industrialized (Reid, 2003). More ever, the political, economic, and social structure with in developing countries frequently restrict to which benefit of tourism development are realized (Telfer & Sharpley, 2016).

2.3. The Role of Tourism

Tourism analysis has in fact caused a reappraisal of international trade theory with respect to service, and in particular those which are not competitive with domestic service (Gray, 1970). Tourists visit different countries because its product is entirely different from anything available domestically, rather than merely because of a price advantage. They therefore make use of specific tourism resource or factor endowments possessed by the destination. This view is consistent with economic models of international tourism demand (Smeral, 1989, Adrian, 1995).

Tourism plays very important role in the political, economic, cultural, and environmental development of countries. Its role as a foreign exchange earner; employment generator, developer of infrastructure, promoter of industries, businesses, tax revenues and re distributor of domestic wealth can be cited. At the local helps to diversify the local economy and reduce dependence on trade and extractive activities. It also has multiplier effect on all local businesses and attracts new money from both local and external sources. It enhances community aesthetics (Tadesse, 2015).

2.4. Employment Opportunity

According to WTO (2002), tourist spending has served as an alternative forms of exports, contributing to balance of payment through foreign exchange earnings in many countries, such as, tourism generated proceed have come to represent a significance revenue source, household income and government income in countries worldwide (Cooh, 2005).

According to Andereck and Valentine (2005), to tourism providing elements that may improve quality of life such as, tax revenues, economic diversity, festival, restaurants, natural and cultural attractions, and outdoor recreation opportunities (Ap and Crompton, 1995; Mc Cool and Martin, 1994). Tourism becomes apparent from community wide participation in hand craft sale and through the provision of lodging service (Mitchell and Reid, 2001).

The most visible economic benefit of tourism is employment. Tourism provides job for such workers as hotel employees, taxis driver, tour guides, construction workers, entertainers, restaurant employees and transportation workers such jobs would not exist if tourism had not been developed. Beside employment, tourism also generates revenue that benefits the local population by increasing economic activity (Foster, 1994).

2.5. Tourism for Infrastructure and Facility Expansion

In relation to travel and tourism, infrastructure involves fixed passenger transportation investment; destination services such as power, water, sewerages, cleaning and health, fixed communications investment and so on. Very little infrastructure is solely for tourism use unless it is part of slow development. Roads, air ports, and terminals are likely to have multiple users in most places, and services generally supply residents as well as visitors. However, it may be possible to identify tourism as a major call on, say, infrastructure investment, and as marginal causes of increased maintenance costs. If tourism is sufficiently identifiable and separable as an infrastructure user, international organizations have for many years been major suppliers of capital for tourism infrastructure development (Adrian, 1995).

When sufficient infrastructure and facility is not available to handle the present need of a community, tourism may be the economic agent responsible for developing one; Witt (1991) credits the impressive performance of the tourism sector for considerable infrastructure improvements. New roads, airports, seaports, and improvements in telecommunications results from tourism development on the island, this improvement, as a result of meeting the needs of the tourism industry, benefits all members of the host community as well (Gartner, 1996).

The rapid growth in international tourism, combined with a rapid expansion of numbers of domestic tourists in most countries, places pressures up on natural environment and resource, including land, water, and bio diversity. It is not possible to facilitate the visitation of hundreds of millions of people of destinations without the development of facilities to accommodate their needs (Holden, 2016).

2.6. The Benefits of Tourism

2.6.1. Tourism for Local Community

Tourism is an ever expanding service industry with latent vast growth potential and has, therefore, become one of the largest and dynamically sectors of nations, its capacity to generate employment both directly and indirectly, its potential to earn foreign currency for the host community, its highly growth and development rates, infrastructure development, introduction of new management and educational experience, have made this industry greatly desirable for all (Nurhssen, 2016). As a significant form of human activity, can have major impacts, the impacts

are very visible in the destination region, where tourists interact with the local environment, economy, culture, and society. Hence, it is conventional to consider tourism under the heading of socio-cultural, economic and environmental impacts (Mason, 2016).

According to Arai (1996) international strategies of community change can vary widely from programs that target specific problem irrigation projects, nutrition for children for changing ideologies and political social structure, the human right movements, women's movement adapting this statement tourism, strategies of community change include the introduction of culture and values, village based tourism to generate additional income (Telfer, 2000). Adopted by tourism related (NGO) the role of tourism in rising awareness of environments and the human right issue. However, what is important in community development is the process involved rather than the product (Reid and van Drevnen, 1996).

2.6.2. Tourism for Economy

Tourism in developing countries are some means of solving their economic problems and improving live standard of people and create job opportunity for the host people in getting additional income and improve the development of the country (Mengesha, 2017). According to David and Edgell (2016), even though tourism rapidly grows for many years, it was relatively neglected as an important international economic policy issue. International organization will play a crucial role in providing the plans and polices needed for the tourism industry quality growth in the future.

Redistributes wealth, it is in principle an effective means of transferring wealth, either through direct tourist expenditure or international investment in tourism infrastructure and facilities, from richer, developed countries, domestic tourism is significantly greater, in terms of tourist trips, than international tourism (Singh,2001). The development of tourism is frequently based on existing natural or manmade attraction, such as beaches, wilderness area or heritage sites, may be considered to have ' low start -up' costs when compared with other industry (Mihalic,2015).

2.6.3. Tourism for Culture

One of the most positive effects of tourism is cross cultural awareness the slow understanding between people of different nation and culture. The opportunity to exchange knowledge, ideas, and traditions is more available today than at any previous time in history a said from merely satisfying curiosity, tourism promotes international good and the exchange of cultural values (Foster, 1994). The main important of tourism for culture in Gondar city, increased awareness of life style, adopt positive aspect of tourist values and behavior, development of new market for traditional crafts and art forms, in migration of dynamic people to live or work in the community and reduce depopulation (Feseha, 2007).

2.6.4. Tourism for Conservation Environment

According Simpson (2008), environmental effect of tourism includes provision of essential infrastructure, land use planning and land management and environment regulation. The provision of essential infrastructure and social and environmental service including health, safety, waste disposal, and energy supply and water provision are all vital components in determining the benefits of tourism (UNWTO, 2005). A central base in the development tourism in regions is that it should support conservation of the environment in those areas. This can be achieved either directly though the involvement of visitors in environmental protection and enhancement activities or indirectly though the generation of fees to fund local conservation activities (Holden, 2000).

Their principal's aim is to influence the attitude and behaviors of tourists or the tourism industry. The rule may be informal or adopted by a group, or more formal and instituted for industry members and/or tourists. A code of ethics provides standard of acceptable performance, often in written form, that assists in establishing and maintaining professionalism (Fennell, 1999). The WTO has adopted a global code of ethics for tourism (WTO, 2000). it includes principle outlining a sustainable approach to tourism development for destinations, governments, tour operators, developers, travel agents, workers and traveler themselves (Singh, 2002).

2.7.2 Economic Challenges

The economics of tourism have been shown to push out local tourism business owners in favor of stranger to the region (Mason, 2015). Tourism can raise property prices near the tourism area,

due to that the expensive standard of living in local community, the migration of communities from one place to other. More difficult to use transportation, facility and purchase something from shopping. There is overcrowding of amenity features, shopping, and community facilities and congestion of transportation system by tourist and residents, and take advantage of more tourists spending; the foreign companies are also known to hire non-resident seasonal workers because they can pay those individuals lower wage, which further contributes to economic leakage (Rollins, Deadenand Fennell, 2016).

2.7.3. Cultural Challenges

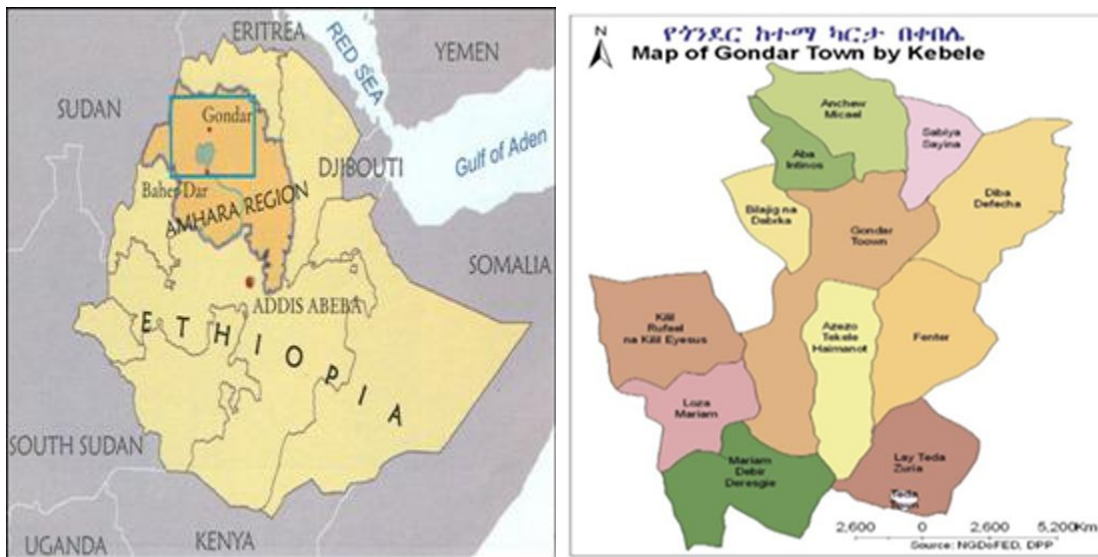
According to Mason (2015), the impacts of tourism in culturally, locals can suffer increased stresses trying to do exist with tourist, the number of tourists can over whelm the host community, challenging their ability to preserve their life style and demonstration effect occurs when there is a high degree of different between the host and the tourist, as is common when tourists visit developing communities. Tourism is not as pronounced as acculturation which occurs when the culture is subsumed with in a dominate culture, as in migration. Here it is more a case of the developed world out competing the culture of the developing world, this creates detachment for the existing culture, and potentially it can also affect the visitors experience and affect the authenticity of the cultural experience (Mason, 2002).

The tourist demonstration always of life that seems desirable and this is copied to varying extent. It is mainly most of tourist consumption patterns, but can also include behaviors, attitudes, and even certain ways of thinking (Marivel and Mendoza, 2014).

3. MATERIALS AND METHODS

3.1. Description of the Study Area

This study was conducted in Gondar town. Gondar town is located in the northern part of Ethiopia in Amhara National Regional State, North Gondar Zone at a distance of 747 km from Addis Ababa and 170km from the Regional capital Bahirdar. Its astronomical location is 12°45' North latitude and 37°45' East longitude. Gondar was founded in 1643 (Ministry of Urban Development and Construction, 2004). Gondar is one of the reform towns in the region and has a city administration, city service office, 12 sub-cities, 12 urban kebele, and 11 rural kebele. The town has a structural plan which was prepared in (MUDC, 2004).



Source: culture and tourism office of Gonder city, 2019

3.1.2. Climate

The annual temperature variety between 16 °c and 20 °c similar to other part of Ethiopia, maximum temperature occurs in March-May and minimum temperature are observed January and December. The average maximum temperature is 29 °c and average minimum temperature is 10 °c and the main annual temperature is 20°c (Ethiopia meteorological services, 2011, Gondar city administration, 2014). According to climatologically classification the city falls within Weinadega zone.

3.2. Method of data collection

Both primary and secondary data sources were employed. The primary data were collected through questionnaire, field observation, focus group discussion and key informant interview.

3.2.1. Questionnaire

First semi structured questionnaire were prepared for interviewing the respondents. The research data were collected from local community and culture and tourism office of the destination. Because they know about the role of tourism.

3.2.2. Key informant interview:

The target key informants were local communities, culture and tourism employee's .The data were collected in depth information from individuals through face to face. Basically, the interview methods with in these stakeholders were to know the issues in deep understanding through semi structured interview.

3.2.3. Observation:

The data was collected through camera, video recorder and other materials for collecting relevant information for the study.

3.2.4. Sampling Techniques and Sample Size

The researcher was included all targeted population by using non-probability sampling method, especially purposive sampling techniques for Gondar city residents and culture and tourism office employees of Gondar. The residents were selected using purposive sampling technique; Because of all people may not have enough understanding about the role of tourism in Gondar city. So the researcher had taken 20 peoples of Gondar city residents and the researcher was taken 10 respondents from culture and tourism office employees of Gonder city as a representatives based on the knowledge, experience and information about the role of tourism in Gondar city.

3.3 Secondary Sources

Secondary data was collected from internet, journal, newspaper and both published and unpublished documents including books, journals and websites

3.4 Data Analysis

The process of data analysis began after all data have been collected. Both primary and secondary data was organized in the same manner and analyzed using descriptive statistical tools. This includes statistical calculations, charts, tables and percentages to assess the role of tourism on urban development of Gondar city. During the analysis stage, several interrelated information was summarized and arranged to make the analysis easily manageable.

4. RESULT AND DISCUSSION

4.1. Description of the Respondent

As show above in table 1 70% of the respondents were males and 30% of the respondents were females, 33% are in age range within 18-25, 50% in age range within of 26-35, 10% of the respondents were age in the range of 36-45, and 7% are in the age range within of greater than 45, 16%of the respondents were in the certificate, 27% of the respondents were diploma holders, 37% of the respondents were degree holders, and 20% of the remaining above degree.

Table 1 : General description of the respondents

NO.	Description		
1.	Gender	Number of respondent	Percentage
	Male	21	70%
	Female	9	30%
	Total	30	100%
2.	Age		
	18-25	10	33%
	26-35	15	50%
	36-45	3	10%
	>45	2	7%
	Total	30	100%
3.	Educational level		
	Certificate	5	16%
	Diploma	8	27%
	Degree	11	37%
	Above	6	20%
	Total	30	100%

Source: researchers survey, 2019

4.2. The contribution of tourism to Gondar city

As shown in the table regarding the contribution of tourism from the total respondents 94% of the respondent said that tourism have a significant contribution to the town, such as terms of economic benefits; create new job, foreign exchange earnings from international tourism, contribution to government revenue through tax system, improve the standard of living due to multiplier effect and income generate, and 6% of the respondent said that tourism haven't a significant contribution to the town.

Table 2 : Questions about contribution of tourism to Gondar city

N O.	Questions	Number of respondent	Percentage
1.	Does tourism have a significant contribution to the town?		
	Yes	28	94%
	No	2	6%

Source: researchers survey, 2019

4.3. The role of tourism in employment

50% of the respondents reported that Tourism generates various employment opportunities for local residents at destinations. According to the tourism office, tourism provides money job opportunities to the dwellers of Gondar city. Such as Guiding job opportunity, hotel job opportunity, handcraft productions, Expansion gambling game, employment of guards/securities, souvenir shop, Society for production of different tourism products.

The number of employees engaged in hotels, restaurants, pensions, lodges etc. revealed that there are about 5500 persons employed in these hotels and many hotels are under construction that has a potential to provide over 4000 job opportunities. In Gondar city, tourism also created job opportunity for more than 80 tour guides and operators, over 100 handicraft producers and sellers of souvenir goods, and more than 45 transportation service providers. Tourism also provided many job opportunities to government employees though there was difficulty in getting enough information about the exact number of employee,40% of the respondents revealed that

tourism have not any role in employment opportunities and also 10% of the respondents was neutral.

Table 3: represent respondents said about the role of tourism in employment

Have you get an employment opportunities from tourism sector	frequency	percentage
Yes	15	50
No	12	40
Neutral	3	10

4.4. The role of tourism in income and tourist flow to Gondar city

Since Gondar is the most known city in its historical sites, tourists flow to the city for different purposes. During their stay in the city, they expense more to the services they require. At the same time the expense of these tourists is an income to the city. The classification of tourists by the purpose of visit reveals that vacation tourists, research tourists, business tourists, transit passengers, and voluntary service providing tourists are important components of tourism to Gondar city.

4.5. Contribution of tourism development for the expansion of facility in the town

As show in the in the table below 66.7% of the respondents revealed that tourism have high contribution for the expansion of facility in the study area such as WIFI facility in hotel, WIFI facility level in heritage site, Shuttle facility at airport, Room service and facilities, Guiding and interpretation facilities, Giving sufficient service to the guest and Toilet at site and paths to the sites facility. 20% of the respondents they are not incurred any facility from tourism sector and also 13.3% of the respondents were neutral.

Hotel facilities in Gonder city for tourist

In Gonder city peoples were known with their good hospitality for tourist. Hotels in Gonder city play a great role for tourism development and facilitate a lot of good services for tourist such as

accommodation, internet access, showing of Gonder tradition for tourist, hotel employer's receipt tourist and guiding and promote about Gonder city.

As tourist destination site, there are tourist rank hotel in Gonder city offering service for tourist.

Name of hotel	City
Taye belay hotel	Gonder
Goha hotel	Gonder
Quara hotel	Gonder
Aste bekafa hotel	Gonder
Siemen park hotel	Gonder

Table 4.4 have you a contribution of tourism development for the expansion of facility in the town

Have you a contribution of tourism development for the expansion of facility in the town	frequency	percentage
Yes	20	66.7
No	6	20
Neutral	4	13.3

4.7. Challenges of tourism for urban development in Gondar city

Table 4: represent the challenge of tourism in Gondar city

Challenges of tourism in Gondar city	frequency	percentage
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Overcrowding of service	25	83.3
Environmental pollution	18	60
Deteriorated of heritage site	20	66.6
Lack of educated manpower	27	90
Lack of security	8	26.6
Acculturation	9	30
Lack of stakeholder coordination	10	33.3

5. CONCLUSION AND RECOMMENDATION

5.1. CONCLUSION

Tourism sector in Gondar town contribute for urban development, more especially the sector benefits the town creation of employment opportunity and income generation activity for local community. Tourism impact on economic, cultural, social and environment. Considering economic impact generating foreign exchange, raise growth domestic product, expansion of infrastructure and facility to local community and tourists. Socio-cultural considering tourism one of cross cultural. Awareness the slowly understanding between peoples of different nation and culture. The opportunity to exchange knowledge, ideas and tradition is more available today than any previous time. Tourism environmental impact includes provision of infrastructure, land use planning, and land management and environmental regulation. Tourism activity in the town more contribution for guide, travel agency and hotel. However, by this sector to became related challenges such as: economical, socio cultural, environmental and so on. For economical, by high spending tourist affect living standards of local community and inflation. Socio cultural such as, demonstration effect or change of life style. Regarding to environmental challenge, noise, visual, air, water, litter pollution, land degradation and heritage deterioration.

The study results clearly showed that, the role of tourism is the key and essential part for urban development. In case of Gonder, tourism is the back bone of urban development. However,

facing several challenges in this activity. Most of the challenges are resulted not always tourism industry. Even due to the challenges responsible all community working together the sector applied varies mechanism to solve the challenge insure effective and sustainable tourism for urban development in this historical town of Gonder.

5.2. RECOMMENDATION

The researcher has recommended the following points based on the research findings. This recommendation can be helpful by providing some suggestions on issues that need improvement in the role of tourism for urban development in Gonder .The following things need improvement and they are expected to be addressed.

- The government should have a policy that is based on urban development through Tourism and help to promote employment, should work with other governments as well as local community, and encourage interaction between local community and the sector.
- The communities should also participate in awareness creation of the fundamental tourism development and its advantage of urban development. The local community understanding to the whole contribution of the sector involvement in different activities and produce tourism products such as hand crafts, art, music and etc.
- To develop the most suitable infrastructure and facilities provide for tourist. To ensure increase the length of stay in long period of time. To expand standardize hotel resort and restaurants and giving high quality of services. Availability of electricity, water supply telecommunication and safe transportation service of everywhere. Most of time hotel service provider should be try to improve ancillary services like Wi-Fi service, recreational facilities, and computer access and so on.
- Training for host community and local guides should be give about the hygiene the town and surrounding environment continuously. The government should influence the activity of hotels and restaurant by setting rule and regulation and fine they if the establishment does not full filled waste disposal requirements.
- It is clear that there is no wide parking area for tourist car, so the culture and tourism office should construct wide parking area beside other infrastructure development outside of the compound. Well developed and comprehensive plan should be existed because the

heritage sites are vulnerable and the plan should include heritage management techniques and for its sustainability.

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