



WOLKITE UNIVERSITY

COLLEGE OF AGRICULTURE AND NATURAL RESOURCE
DEPARTMENT OF WILDLIFE AND ECOTOURISM MANAGEMENT
**TOURISM POTENTIAL RESOURCE IN INJIBARA TOWN AND ITS
SURROUNDING, AWI ZONE, NORTH WESTERN ETHIOPIA**

BY: ABIYU BELAY

ADVISOR: MEBRAT T. (MSC)

A Senior Research Submitted to Department of Wildlife and Ecotourism
Management, College of Agriculture and Natural Resource, Wolkite University for
the Partial Fulfillment the Completion of BSc Degree in Wildlife and Ecotourism
Management

Wolkite, Ethiopia

June, 2019



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DECLARATION

The researcher conforms that the study in entitled “*tourism potential resources in the case of Injibara town and its surrounding*” is my original work and is being submitted to Department of Wildlife and Ecotourism Management, College of Agriculture and Natural Resource, Wolkite University in partial fulfillment for the award of BSc degree in Wildlife and Ecotourism Management. This report has not been submitted earlier to this and other institution.

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ABBREVIATIONS AND ACRONYMS

ACTO	Amhara Culture and Tourism Office
CSA	Central Statistical Agency
MoCT	Ministry of Culture and Tourism
UNESCO	United Nation Educational, Scientific and Cultural Organization
UNWTO	United Nations World Organization

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ABSTRACT

Tourism is one of the fastest growing industries that provide services and sales of goods for visitors who came from outside of the destination area for a period of more than 24 hours and less than one year. Ethiopia is a country which is endowed with the vast array of tourism resources including cultural, historical, and archaeological and natural resources. The main purpose of this study was to identify the potential tourism resources in the case of Injibara town and its surrounding. To accomplish this study, the researcher used both quantitative and qualitative method of data analysis and presented in the form of tables, figures, frequency and percentage and also the researcher used non-probability sampling technique that is purposive sampling. The study used a total of 60 samples to conduct and survey data based on primary and secondary data sources through different instruments including questionnaires, key informant interviews and field observation. The target population was Awi zone culture and tourism office employees and adjacent kebele residents. Based on the finding the study showed that Injibara town and its surrounding has verities of potential tourism attractions such as cultural, natural and historical attractions. The study also identified major problems of tourism development including lack of infrastructure and facilities, lack of promotion, lack of awareness and lack of skilled manpower. Finally, the study recommended that, the tourism sector should be run by professionals and the government sector and others concerned bodies need to give awareness to the local community about the benefits of potential tourism resource.

Key Words: Injibara town, Potential, Tourism Resources

1. INTRODUCTION

1.1. Background of the Study

Tourism is one of the largest and rapidly growing industries in the world. In the early years of the twentieth century, tourism has continued to expand. Due to technological developments, especially in air travel, increases in personal wealth, and availability of greater amounts of free time such as holidays with pay, the total worldwide international tourist arrivals becomes to over 25 million in 1950. By the start of the new millennium, the figure had risen to more than 687 million tourists and after that international tourism has continued its growth (Sharply, 2009). Tourism can increase the preservation and transmission of cultural and historical attractions that often contributes to the conservation and sustainable management of natural resources, the protection of local heritage, and a revival of indigenous cultures, cultural arts and crafts (Anstrand, 2006). Tourism is the pleasure and business activity which involves people traveling to destination outside their normal place of residence for over short period of time (Chilimbwe, 2011).

African tourism set boost economic growth create new job and new out of placed their regional for new tourism development, Sub-Saharan tourism industries are set up of strong more economic growth for the continental and directly employee 6.7 million of people by (UNWTO, 2016). Ethiopia is a country with the different archaeological cultural or manmade heritage and natural potential tourism resources that attract national and international tourists. In fact, Ethiopia is still running low in tourism development in Africa standards but potentially tourism as strong sector contributes significant to its economic, social, environmental and political (Mohamed, 2010). Ethiopia is endowed with diverse natural resources with a great potential to attract visitors, ranging from both domestic and foreigners, and also from day trippers to overnight visitors (Sintayehu Aynalem, 2011).

Amhara Region; historical, religious and cultural wealth is architectural workshops and attractive natural attractions. In this features Amhara Region is a true pear of tourist destination in Ethiopia. Awi zone is one of the remarkable potentials for tourism development parts in Amhara region. It is naturally endowed with numerous biodiversity of vegetation and wildlife and it has also untapped cultural resources. The area is home for panoramic waterfalls, huge

caves, creator lakes, hot springs and natural protected areas. The culture of Awi people is also unique and attractive for visitors. The horse-riding games, unique dancing styles of local communities and ancient monasteries in different parts of the zone are among the identified areas of cultural tourist attractions (Sewnet Tsegaye, 2015).

1.2. Statement of the Problem

Ethiopia has different tourism resource such as natural, cultural and historical which play great role to develop the tourism sector. Since tourism sector is recently growing sector, however most of the local community are not aware about potential tourism resources.

The tourism potential resources, which are found in Injibara town and its surrounding are not properly studied, documented and promoted to concerned bodies. As a result, they did not be accessed for visitors despite of they are not well treated and influenced by many problems. In an attempt to bridge these gaps, the study focuses on the tourism potential resources by taking Injibara town and its surrounding. Besides in this area no study has been done on issue related to potential tourism resources, due to this problem the researcher was motivated to conduct this study.

1.3. Significance of the Study

The basic importance of this study will be an input for tourism development in the study area and support as source of information for government and nongovernmental organization, local community and responsible body of tourism sector. It will help to motivate government and other tourism stakeholders to participate the tourism development in conservation, management, decision making and tourism planning processes. The study helps to improve the knowledge and understanding of the people about the potential tourism resources of the study area. It will help as a base line information and reference for other researchers.

1.4. Objectives of the study

1.4.1 General Objective

The general objective of the study was to identify tourism potential resources in Injibara town and its surrounding, Awi Zone, Northwestern Ethiopia

1.4.2 Specific Objectives

Specifically, the study was addressing the following objectives.

- ✓ To describe the tourism potential resource in Injibara town and its surrounding.
- ✓ To identify the major problems of tourism development in the study area.

1.5. Research Questions

1. What are the tourism potential resources in Injibara town and its surrounding?
2. What are the major problems of tourism development in the study area?

1.6. Scope of the Study

The scope of the study more focuses on the tourism potential resources. The study area is delimited to in Amhara region Awi zone which are particularly Injibara town and its surrounding. The research was conducted from January to June 2019.

1.7. Limitation of the Study

In this study, the researcher was faced different challenges. It includes lack of enough sources of information; lack of budget and full materials, some respondents was not concentrating attention for the answer was the main limitation of the study.

2. LITERATURE REVIEW

2.1. Definition and Nature of Tourism Resources

Tourism is smokeless services giving industry. The most widely used definition outside from their normal place of work to a new destination including the totally of the activities to be under thinking during their stay (Ross, and Marques, 2002). Tourism resource will be defined as those make it possible to produce a tourism experience (Mancini, 2001). Tangible resource is a key attraction in destination this includes: -tourist attraction, historical site, natural parks, events, cultural and supports activities. Whereas as intangible resource is the reputation of the destination regarding value for money service quality and hospitality human resource includes investment capitals public capitals and in structure (UNWTO, 2007).

2.2. Potential Tourism resources in Ethiopia

Ethiopia is endowed with unique heritages and attractive natural, historical and cultural resources. The cathedrals, caves, rift valleys, castles, caves, are some of cultural resources. The plant and animal species, such as: - endemic mammals, endemic bird species in addition to these, there are impressive features such as high mountains, rivers, and lakes in Ethiopia are some of natural resources. And Jimma abba jifar, hawlity obelisk, Axum obelisk, are historical resources. The favorable diversity of climate is the other factors what makes Ethiopia to attract tourists (MoCT, 2010). The concept of tourism is a new phenomenon to and it is difficult to explain its significance achievement since the approach of tourism is not widely disseminated in Ethiopia. The government of Ethiopia also has recognized development and promotion of tourism and provided consultancy services for a number of potential developers of tourism sites. Although, developers and policy makers do not properly take the idea of tourism, some investors started to involve in development of tourism in different regions of Ethiopia (Theodros , 2004).

2.3. Potential Tourism resources in Amhara Region

A tourist attraction is a place of interest where tourist visit, typically for it is inherent exhibited cultural value, historical significance, natural or built beauty or monuments opportunities. Concerning Amhara as it is a very rich in tourist attractions, a few of attraction sites are depicted in this study among many others. Many tourists are attracted Amhara Region for its tourism resources as compared to other places of Ethiopia. Amhara region is by far the richest region in natural, wild life and historical attractions. The region is situated at the heart of the historic route of Ethiopia. In Ethiopia there are two historic routes. The northern route compares both Tigray and Amhara region and most of the tourism sites to this route are situated in Amhara region (ACTO, 2010). According to (ACTO, 2010), UNESCO has cited the following attraction in Amhara as world heritage sites, namely, the rock hewn church of Lalibela, the relate of Ethiopian emperors at Gondar, the Semen Mountains National Park which is famous for its breath taking landscape and also shelter of world's rare and endemic animal species of Walia ibex, the red fox and Gelada baboon.

2.4. Types of Tourist Attractions and Activities

Tourist attraction can be categorized in various ways, all of which are logically based. For example, organizes them in to touring circuit attractions short-stay and longer stay focused attraction, based on two types of tourism: those that satisfy touring markets for travelers on tourist involving many separate vocational steps and near longer stay destination the tourist cognition of attraction. However, all these approaches make comparisons of attractions based on their historical, location and evolutionary aspects a common system of classification and one used in this book is to establish the major categories they are natural attraction that are based on features of the natural environment, cultural attraction that are based on man's activities and special types of attraction that are artificially created. These three major categories can then be divided in two more specific sub-categories. These general divisions can be applied in virtually any tourism planning area with the subdivisions created for the specific area being planned based on its particular characteristics (Gunn, 1988).

2.4.1. Natural Attractions

Major categories of natural attractions include the types described in the following sections they are warming, sunny and dry climate is typically considered desirable by most tourists. Especially those from cold winter areas, and particularly when associated with other attractions such as beach, marine, and mountain areas may provide opportunities for recreation activities. Certain kinds of health resorts are often located in warm, sunny and dry climate areas. But some types of popular tourist activities such as snow skiing and tobogganing require cold weather and snow but preferably still clear skies. "Conservation" of desirable climate through control of air pollution is essential for tourism. Scenic Beauty is the overall natural science beauty of an area may be a major motivation to visit these, especially, if conservation measures have been applied to maintain the clear lines and natural character of the environment. Attractive and interesting agricultural land scopes such as the rolling green fields of Britain and the terraced rural fields of south East Asia can also be considered as places of scenic beauty (Harte, and Hay, 2002).

2.4.2. Cultural Attractions

Major types of cultural attractions based on man's activities, include those described in the following section are archaeological, historical and cultural sites including cultural and national movements' historical building districts and towns, important religious buildings. Such as churches, synagogues, temples, mosques, monasteries, place of historic events, battlefields constitute a major type of cultural attraction features in most parts of the world. Important archaeological and historical sites exist in virtually all part of the world major example are Stonehenge, Westminster Abbey and the tower of London in the U.K, Cultural patterns traditions and life style that are unusual (different from those of the tourist). The cultural pattern includes customs, dress, ceremonies, life style and religious beliefs and practice and are often associated with rural and village life but may be prevalent in some urban places (Kirshenblat, 1998).

2.4.3. Special Types of Attractions

Special types of attraction not particularly related to either natural or cultural features. But that are artificially created. Such as theme parks, Amusement parks and circuses. Shopping meeting, conference and conventions special events gambling casinos, entertainment, recreation and sports are the especial attraction type after actions (UNWTO, 2016).

2.5. Conceptual Framework of Tourism resources

Potential tourism resources plays a significance role in the rapid development of the tourism sector and they help in order to promote local culture and life of living for international visitors, therefore Injibara town and its surrounding has potential tourism resources which are not more known such as natural, cultural and historical attractions as shown in conceptual frame work below.

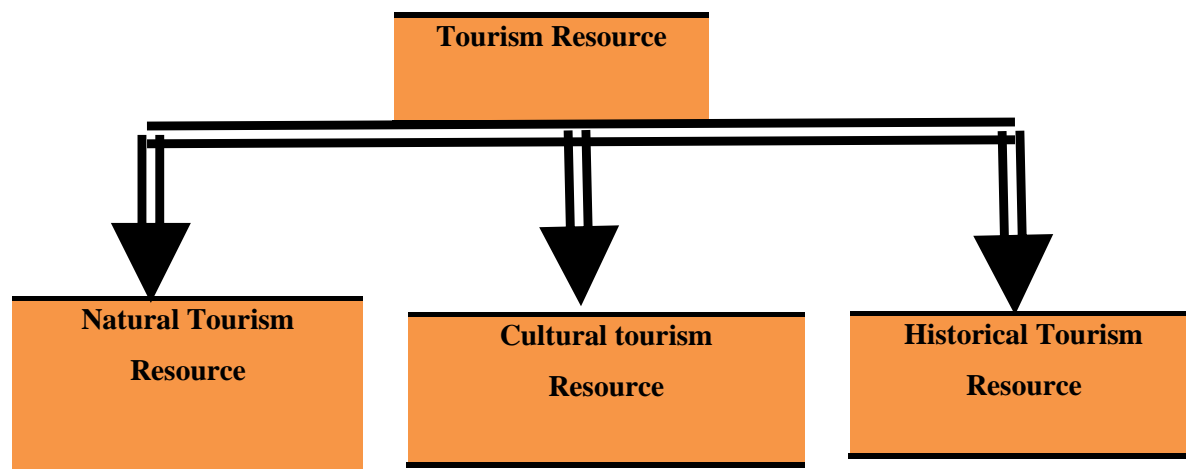


Figure 1: Conceptual framework of tourism resources

Source: Literature review developed, 2019

3. MATERIALS AND METHODS

3.1. Description of the study Area

This study was conducted in Injibara town and its surrounding. It is the administrative town of Awi zone in Amhara region. The town is located 445 kilo meters of North West direction along Addis Ababa-Bahirdar high way. It is located between $10^{\circ}57'$ N and $36^{\circ}56'$ E. The town belongs to degas climate zone that is relatively flat and fertile, whose elevations vary from 1800 to 3100 meters above sea level, with an average altitude of about 2300 meter.

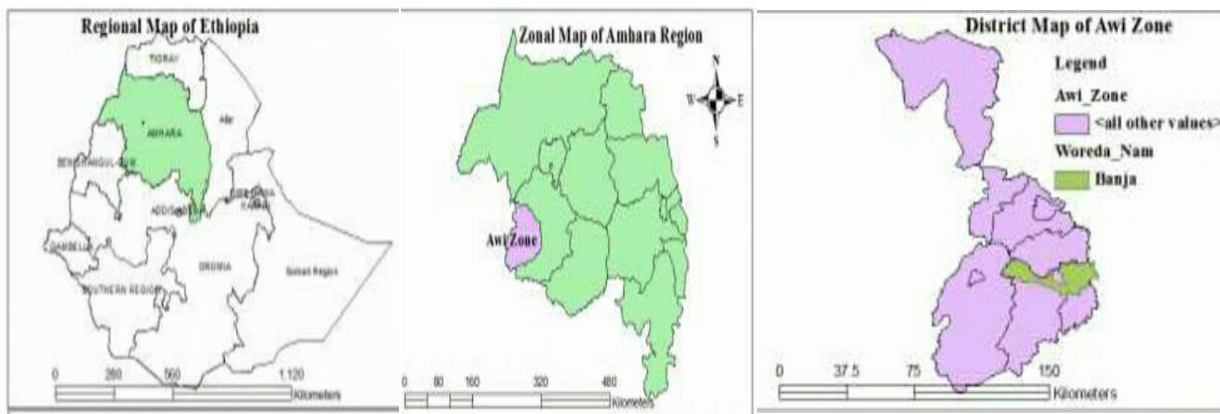


Figure 2; Geographical location of Awi zone (Zemenu, 2017)

According to the 2007 census conducted by the central statistical agency of Ethiopia (CSA), Injibara has an estimated total population of 21,065, of whom 10,596 are males and 10,469 are females. The majority of the inhabitants practiced Ethiopian orthodox Christianity, with 94.4% reporting that as their religion, while 4.5% of population said they were Muslim and 1% was Protestant (Wayback , 2007)

3.2. Target population

In order to achieve the stated objectives of the study, the target population include: - Awi zone culture and tourism office employees and local community households of adjacent kebele residents was the target population of the researcher.

3.3. Sampling Techniques and Sample Size

The researcher included sample of all the targeted population using non-probability sampling method, especially purposive sampling technique for the local community residents by selecting 3 adjacent kebeles of Injibara town (Akaytagashena, Kesachewsa and Endehua) and Awi culture and tourism office employees based on their knowledge, experience and awareness about tourism resources. The researcher has taken 15 respondents from each surrounding kebele residents and 15 respondents from Awi culture and tourism office employees. According to Israel (1992) the sample size of the study was determined.

$$n = \frac{N}{1 + N(e)^2}$$

Where; N = the total population

n = the required sample size

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

$$n = 21,065 / 1 + 21,065 * (0.1)^2$$

n = 21,065 / 210.66 = 99.9% which determine minimum required sample size at 99.9%

confidence level and level of precision e = 10% is 60.

3.4. Source of Data and Data Collection Instruments

To conduct this senior essay, the researcher was used both primary and secondary sources of data and different types of data collection instruments.

3.4.1. Primary Data

The researcher used primary source of data form target group responses through key informant interview and questionnaires as well as field observation.

A. Key informant interview

In-depth key informant interviews were conducted with selected informants, who are probably more informed about the potential resources of the study area. Interview was conducted semi structurally to collect information about tourism potential resources of the study area, data gather from community residents representing 3 kebeles and from higher manager in tourism office. This was done by preparing check lists, which may help to a cross check the responses of respondents.

B. Questionnaires

In order to collect relevant information, the researcher was used questionnaires based on mainly sampled kebeles households and staff members in culture and tourism office cross sectional survey using pre-test structure questionnaire organizing in logical order of presentation. The questionnaires which are open ended and close ended format for relevant groups. The researcher distributes paper which contain question for respondent, the question is concerned about the natural and cultural tourism potential resources as well as its developmental problem in the study area.

C. Field Observation

The researcher was used note by observing natural attractions, cultural attractions and historical attraction sites and taking photo camera to record important information. Observation is the main instrument of data collection applied during visitation to observe the visitors, guides, tourism

facilities, management of tourism resource related activities, attitudes and feedbacks of different local peoples, environmental consciousness and life style of the local people.

3.4.2 Secondary Data

The researcher used both published and unpublished materials including books, magazines, journals and other necessary written materials as the main source of secondary data.

3.5. Methods of Data Analysis

After the data was collected through the questionnaire and interview, the researcher used both qualitative and quantitative data analysis methods. The data obtained through the questionnaire and interview was analyzed using descriptive statistics, especially subjected to frequency, figures, and percentages. However, the information gained through the interview and questioners was analyzed qualitatively using word-based method by categorizing similar themes together.

4. RESULT AND DISCUSSION

This chapter deal with the analysis and interpretation of data collected on tourism potential resources in Injibara town and its surrounding. In order to conduct this study, the researcher used some instruments like questionnaires with open and closed ended question selected 15 copies of questionnaires were distributing for Awi culture and tourism office employees. 15 interviews with household of each adjacent kebele residents. Generally, 60 respondents are the main source of information for this research completed by good results study. All of the respondents return the questionnaires and participate in interview.

4.1. General Demographic Characteristics of Respondents

According to table 1, majority (43.3%) of respondents was within the age range of 26 – 33 and 7 (11.7%) of the respondents were illiterates and the remaining 53 (88.3%) of the respondents were literates. Of the total respondents 60, (40 males and 20 females).

Table 1; Demographic characteristics of respondent

Item	Alternative	Frequency	Percent (%)
Gender	Male	40	66.7
	Female	20	33.3
Age	18-25	10	16.7
	26-33	26	43.3
	34-41	13	21.
	42-49	8	13.3
	50 and above	3	5
Educational level	Illiterate	7	11.7
	Primary school	11	18.3
	Secondary school	12	20
	Certificate	13	21.7
	College of diploma	5	8.3
	Bachelor degree	9	15
	Master and above	2	3.3

Source; (own survey, 2019)

4.2. Potential tourism resources of Injibara town and its surrounding

According to the respondent acquired information, Injibara town and its surrounding have potential tourism resources (Table 2).

Table 2; tourism potential resources in Injibara town and its surrounding

No	Item	Alternative	Frequency	Percentages (%)
1	Do you think Injibara town and its surrounding have potential tourism resources?	Yes	60	96.7
		No	2	3.3

Source: own survey, 2019

33.3 % (20) of the respondents replied that, potential tourism resources found in Injibara town and its surrounding are nature based, 30 % (18) of the respondent replied that culture based, 16.7 % (10) of the respondent said that historical based and the remaining 20 % (12) of the respondents replied that all potential tourism resource found in Injibara town and its surrounding (Table 3). According to the respondents acquired information, Injibara town and its surrounding has mainly natural and cultural tourism potential resources.

Table 3; Types of potential tourism resource

No	Item	Alternative	Frequency	Percentage (%)
2	The types of potential tourism resources in Injibara town and its surrounding	Nature based	20	33.3
		Culture based	18	30
		Historical based	10	16.7
		All	12	20

Source: own survey, 2019

4.2.1. Natural tourism resources

Table 4 Natural tourism resources in Injibara town and its surrounding

No.	Item	Frequency	Percent (%)
1	Lake Zengena	24	40
2	Zerehi mountain	18	30
3	Natural protected areas	10	16.7
4	Climate conditions	8	13.3

Source own survey, 2019

40% (24) of the respondent said that, Lake Zengena is natural potential tourism resources in Injibara town and its surrounding, 30% (18) of the respondent said that Zerehi mountain, 16.7% (10) of the respondent replied that natural protected areas and the remaining 13.3% (8) of the respondent said that climate conditions are the natural tourism resources in the study area (Table 4). Therefore, the researcher concludes that Lake Zengena is major natural tourism attractions in Injibara town and its surrounding.

Lake Zengena; The Lake is located 5km of south east direction along Injibara to Addis Ababa high way in Kessa Chewsa kebele. It is often used as a source of ‘Holy water’ for the day to day church services and all special celebrations. It is surrounded by indigenous and ever green dense forest. According to (Zemenu, 2017) The lake which is considered to be the main resource with a large variety of wildlife which include avian species, reptile’s, fish species such as the resilient Tilapia and a host of mammals. The bird species include inter alia, *Alopochenae gyptiaca* (dakiye), *Aquila rapax* (chilifit), Watted Ibis (Bale-Entiltit Gagano). The mammals include the Abyssinian Columbus Monkey (Gureza), Spotted Hyena (*crocuta crocuta*) and the Anubis baboon (Zingero/Monkey) which can be found in surrounded forest.

Zerehi Mountain; is located 8km from Injibara to Bahir Dar high way in Endehua kebele. The mountain is covered by bushes and large plants and also a home of mammal and bird species. Mammals include Abyssinian black and white Columbus (*Colombus guereza*), Vervet monkey (*Cercopithecus aethiops*), Anubis baboon (*Papio Anubis*) and Common Jackal (*Canis aureus*). Birds include Eagle, Watted Ibis (*Bostrychia carunculata*), *Egyptian goose (Alopchen aegyptiaca)* chilifit and Vultures (Personal observation, 2019).



Figure 3; Natural resource (Photo by Researcher, 2019)

4.2.2. Cultural tourism resources

Table 5; Cultural tourism resources I the study area

No.	Item	Frequency	Percent (%)
1	Awi horse riding festival	25	41.6
2	Cultural hand crafts	16	26.6
3	Traditional conflict resolution methods	12	20
4	Social activities	7	11.7

Source own survey, 2019

41.6% (25) of the respondent said that, Awi horse riding festival is cultural tourism resource in Injibara town and its surrounding, 26.6% (16) of the respondent replied that cultural hand crafts, 20% (12) of the respondent said that traditional conflict resolution methods and the remaining 11.7% (7) of the respondent replied that social activities are the cultural tourism resources in the study area (Table 5). Therefore, according to the above information Awi horse riding festival was the major cultural tourism resource in the study area.

According to the respondent, Awi people are rich in attractive cultural values, history, traditional community associations and social activities, festivals, cultural events, and traditional conflict resolution methods. The zone is known in long years old churches and monasteries, holy waters, housing, handcrafts (chira or horse tail, Agew jantilla or umbrella, Bamboo works) and household materials, cultural foods and drinks (abzi, areke and tella). Awi people are well

known in horse riding with giant association which is called “Yesebat bet Agew Feresegnoch Mahiber or seven houses Agew horse riders’ association”.

Awi horse riding festival; Also known as “**Ye Sebat bet Agew Yealem Feresegnoch Mahiber**” is a typical culture of the Agew society which stayed and passed their skills down from one generation to the next without any change in their original product designs. Now a day Awi horse association is one of the most attractive events and play important role for tourism development in Awi zone. During this festival, cultural foods and drinks are carefully prepared and invited to invited association members and guests from Awi zone woredas bureau of administration, as well as culture and tourism office. Socially, the association plays a vital role in creating a great bond between communities. In this regard, communities use the association as a tool for conflict resolution, funeral, religious festivals and wedding ceremonies (Awi culture and tourism office, 2019).



Awi Horse riding festival

Figure 4; Awi horse associations (Photo by researcher, 2019)

Handicrafts; the product of local handicrafts could have a great potential to develop economic benefits of community and to promote tourism development in Injibara town and its surrounding.

The most common handicrafts in the surrounding include those products of bamboo trees, horse tails (*Chira*), weavings, etc.



Figure 5; Handicrafts and cultural assets (Photo by researcher, 2019)

4.3. Major Problems of Tourism development in Injibara town and its surrounding

30% of respondents answered that, lack of promotion and marketing, 26% of respondents said that, lack of awareness of tourism stake holders, 20% of respondents replied that, lack of infrastructure facility and the remaining 24% of respondents said that, lack of skilled man power are the main problems of tourism development in the study area (Figure 6).

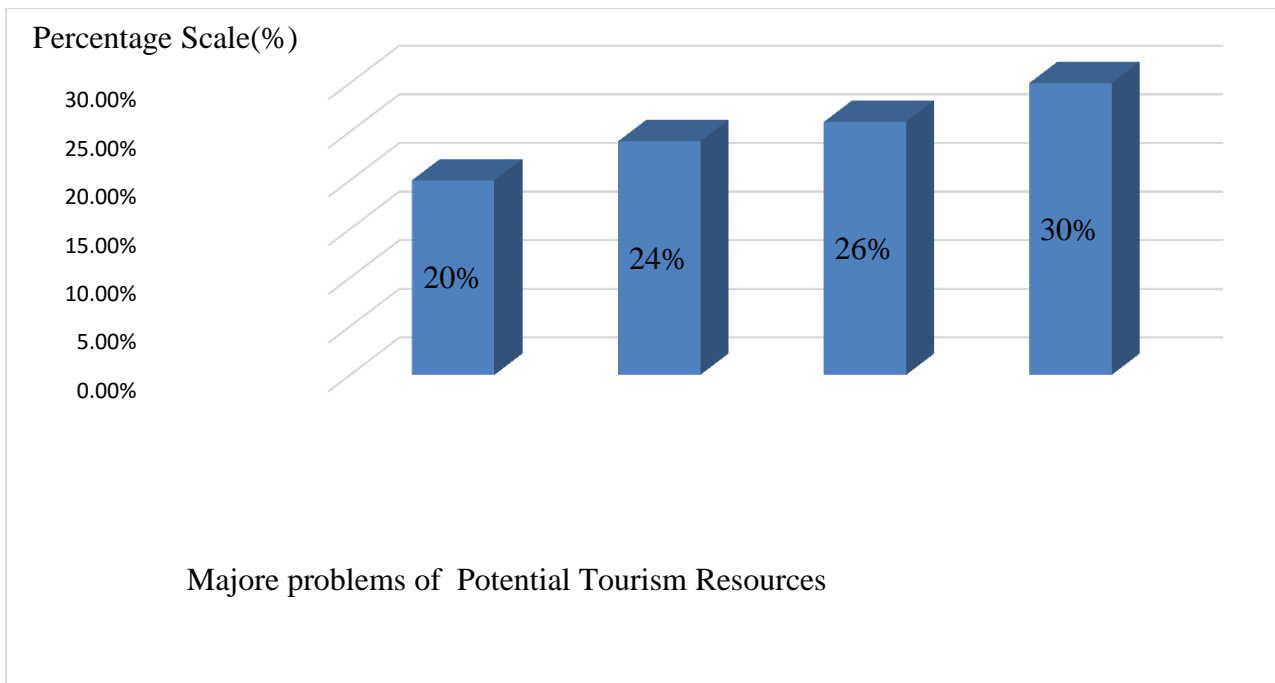


Figure 6; major problems of tourism development in the study area

Source, own survey, 2019

4.3.1. Lack of infrastructure and facilities

Basic tourism facilities such as accommodations, transportations, health services and other support facilities are extremely essential to enhance the satisfaction of tourists and maximize the length of stay of tourists. Tourism infrastructure like accommodation facilities, road transportation, and other destination facilities and services are very poor and limited in number in the study area. Similarly, according to (Ketema, 2015) stated absence of parking facilities, lack of transportations and comfortable roads, Eco lodges and other caters facilities around the lake. (Eshetie, 2012) also stated lack of basic facilities such electricity, road network from and to Borena Sayint National Park and health stations as the major problems.

4.3.2. Lack of skilled manpower

Tourism professionals play significant role for development of tourism since they are capable of planning and organizing tourism initiatives or activities effectively which will in turn help increase the satisfaction of tourists in the destinations. Shortage of tourism professionals the qualification of the staff is challenges of tourism development in the study area. According to (Aynalem, 2013) majority of the staffs at culture and tourism office are not experts in tourism.

4.3.3. Lack of awareness and limited participation

Tourism developments encourage local community's participation and benefits sharing as well as enhance their understanding about both the natural and cultural resource conservation. The participation and awareness of local communities is limited for the conservation and management of tourism resource in Injibara town and its surrounding. According to (Alemayehu, 2011) most of the local people in his study area had no awareness about either ecotourism or community-based tourism and they did not participate at any stage of park management decisions.

4.3.4. Lack of Promotion and Marketing

Marketing and promotion activities are essential specially to promote new tourism destinations, even if there is existence of potential tourism resources in and around Injibara town but, it is not yet promoted as tourism destination. As responsible bodies Culture and Tourism Bureau in collaboration with other stakeholders is supposed to promote the area and bring sustainable development. This finding is in line with the finding of Asker (2010) the travel and tourism industry requires an effective and appropriate marketing strategy and promotion to inform tourists with the right message about destination and encourage them to include in their travel itinerary for experience.

Community awareness towards conservation of potential tourism resource

60 % (36) of the respondents replied that local community awareness about conservation of potential tourism resources of the area is low, whereas, 27% (16) and 13.3% (8) of the respondents replied that medium and high respectively (figure 7).

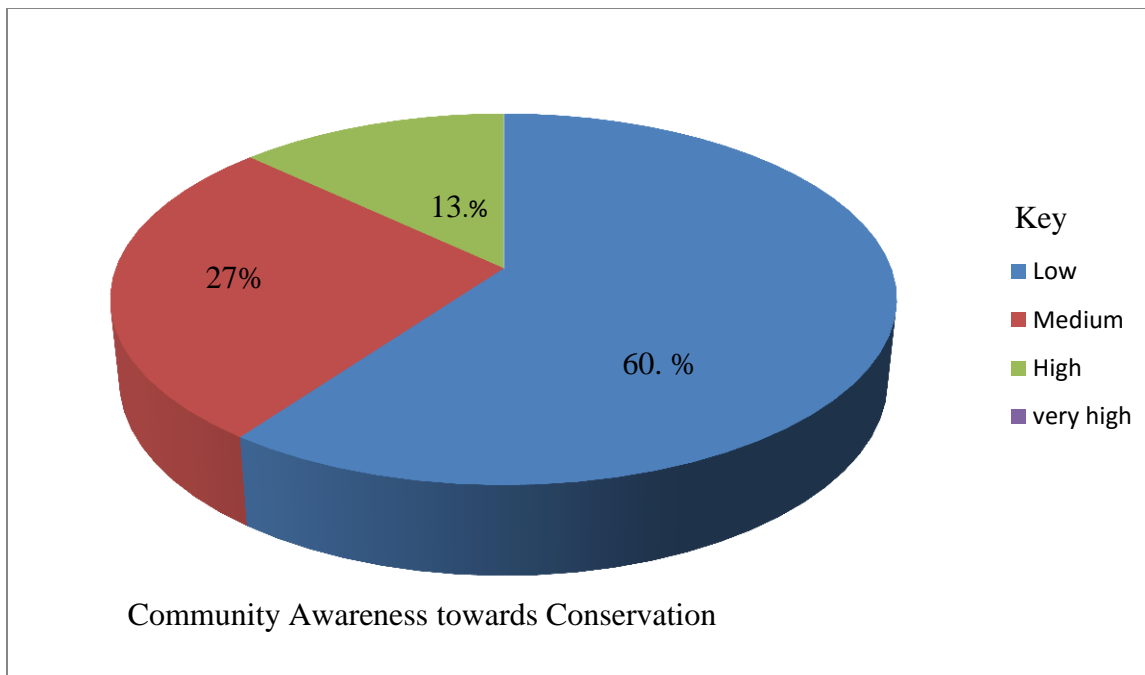


Figure 7; Community awareness towards conservation of potential tourism resource

Source: own survey, 2019

Potential tourism resources conservation in Injibara town and its surrounding

As table 4 shows, 66.7% (40) of the respondents were not agreed that all potential tourism resources in Injibara town and its surrounding are well conserved. 33.3 % (20) of the respondents replied that agree that potential tourism resource in Injibara town and its surrounding are well conserved. So, majority of the respondent’s answered that the conservation of potential tourism resources of the area is low.

Table 6; Potential tourism resources conservation in the study area

No	Item	Alternative	Frequency	Percentage (%)
3	Do you think that potential tourism resource of Injibara town and its surrounding are well conserved?	Yes	20	33.3
		No	40	66.7

Source: own survey, 2019

Responsible body for tourism development in Injibara town and its surrounding

100 % (60) of the respondents replied that all stakeholders are responsible body of potential tourism resources development in and around Injibara town (Table 5).

Table 7; Responsible body for tourism development in the study area

No	Item	Alternative	Frequency	Percentage (%)
4	The responsible body for Potential tourism resources development in Injibara town	Government		
		local community		
		Tourists		
		Private sectors		
		All	60	100

Source: own survey, 2019

5. CONCLUSION AND RECOMMENDATION

5.1. Conclusion

Injibara town and its surrounding are endowed with different cultural, natural and historical attractions having potential tourism resources. **Natural resources** such as climate condition, natural protected areas, Lake Zengena (is often used as a source of 'Holy water' for the day to day church services and all special celebrations) and Zerehi (Mountain is covered by bushes and large plants and also a home of mammal and bird species). **Cultural resources:** - Awi people are rich in attractive cultural values, history, traditional community associations and social activities, festivals, cultural events, and traditional conflict resolution methods. Such as Awi traditional food like Abzi (Guzguzo), Awi horse riding festival, and Handicrafts and cultural assets like chira (horse tail) and Bamboo works. These resources can play great role in tourism development and also in Scio economic growth and development of the nation at all. However, there are also problems that affect tourism development in the study area. These are lack of adequate infrastructure, lack of skilled man power, lack of promotion, shortage of community awareness and lack of sufficient budget are the main problems of tourism development.

5.2. Recommendation

Based on the finding, the researcher recommended the following points for the government sector, tourism stakeholders and other local communities to develop potential tourism resource in Injibara town and its surrounding.

- Awi culture and tourism office should work in order to promote different existing and potential tourist destination and develop them in the most sustainable manner.
- The government sector and others concerned bodies need to give awareness to the local community about the benefits of potential tourism resource.
- To develop potential tourism resource, the sector should be run by professionals, coordination between stockholders is must be important of tourism development,
- The government should provide financial and technical support to fulfill the infrastructure and tourism facilities in and around the destination area.
- The society has to do in collaboration with governmental and non-governmental organizations tourism resources for a better improvement as much as possible.
- Arranging workshops, training program for different stockholders about the tourism sector in order to create awareness to local community on how to protect attraction site and benefited of develop potential tourism resource.
- Improved public and institutional facility's and services like health center, electricity, water, telephone line, safety and security, banking, etc. should be provided in the sites.
- To make Injibara town and its surrounding for tourist destination first the potential tourism resources of the area should be well promoted through different promotional tools and it has to have broader awareness creation program for the wider communities towards the tourism resources via awareness creation campaign.

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7. APPENDICES

Appendix I: Questionnaires of culture and tourism office employees of Injibara town

WOLKITE UNIVERSITY

COLLEGE OF AGRICULTURE AND NATURAL RESOURCE

DEPARTMENT OF WILDLIFE AND ECOTOURISM MANAGEMENT

Dear Respondents

The main objective of this questionnaire is to collect information about “tourism potential resource in Injibara town and its surrounding’s partial fulfillment for the BSc degree in wildlife and ecotourism management at Wolkite University. The researcher would like to thanks in advance for all your cooperation and participation.

General Instruction

- ✓ No need of writing your name
- ✓ Use (✓) Mark in the box of your choice for closed questions
- ✓ Write your answer for open question on the space provided.

Part I: Demographic characteristics

1. Sex male female
2. Age 18-25 26-33 34-41 42-49 50 and above
3. Educational level:
Certificate Bachelor degree
College diploma Master and above

Part II: Questionnaires for Injibara town culture and tourism office employees

1. Do you think Injibara town and its surrounding have potential tourism resource?

Yes No

2. What are the types of potential tourism resource in Injibara town and its surrounding?

Nature based historical based

Culture base archaeological based

Religious based all

3. Could you list potential tourism resource in Injibara town and its surrounding?

4. What are the main problems of potential tourism resource development in Injibara town and its surrounding?

Lack of promotion lack of infrastructure ‘

Lack of awareness lack of skilled man power

Could you list others, problems?

5. What measures should have to be taken to solve those problems?

6. Who is the most responsible body for potential tourism resources development in Injibara town and its surrounding?

Government tourism profession

Local community voluntary sector

Private sector tourists all stakeholders

7. Do you think Injibara town and its surrounding potential tourism resources are well promoted?

Yes No

If your answer for question number 8 is no? Please write your reasons _____

8. Do you think that the local communities are benefited from tourism development?

Yes No

If your answer for question number 9 is not what the reason is? Please write your justification _____

9. How do you assess local community awareness towards conservation of potential tourism resource?

Very high high medium low

10. What are the relation between tourist and local communities?

Positive negative

If your answer for question number 11 negative what are the reason?

11. Do you think that potential tourism resources of in and around Injibara town are well conserved?

Yes No

12. in your opinion, what do you suggest that to develop tourism resource in Injibara town and its surrounding?

Appendix II: Interviews; for local households of Injibara town and adjacent kebele Residents

WOLKITE UNIVERSITY

COLLEGE OF AGRICULTURE AND NATURAL RESOURCE

DEPARTMENT OF WILDLIFE AND ECOTOURISM MANAGEMENT

Dear Respondents

The main objective of this interview is to collect information about “tourism potential resource in Injibara town and its surrounding’s partial fulfillment for the BSc degree in Wildlife and Ecotourism management at Wolkite University. The researcher would like to thanks in advance for all your cooperation and participation.

1. Do you think that Injibara town and its surrounding has potential tourism resources
2. If your answer for question number 1 is, “Yes” what types of potential tourism resource are found?
3. Please list the potential tourism resource which is found in Injibara town and its surrounding?
4. How do you see relationship between local community and tourists?
5. Does local community are benefited from tourism resource?

‘Thanks you for your cooperation and participation’