

FACTORS AFFECTING TOURISM DESTINATION MARKETING IN CASE OF GURAGE ZONE



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Abstract

This research focuses on the factors that affect the tourism destination market in gurgaon zone. The objective of the study is to examine a problem that affects tourism destination market and forward feasible solution which are instrumental to tackle the prevailing problems. To achieve this objective the study use both primary and secondary data sources including reports, manual, and other documents. Primary data are collected from tourists and tourism manager by using questioner and interview. The researcher use non probability sampling method to collect data by taking interviews for tourist and purposive technique for tourism managers. As a result, the researcher able to get full and correct information from 80 selected individual tourists and managers was selected by random sampling. The data analysis and interpretation was using descriptive data analyzing method. based on the major finding of the study logical conclusion would draw along with feasible recommendations instrumental alleviating problems. The analysis indicates that tourism industry keep tight correlation with the economic growth of the global economy while there are so many factors which affect the tourism industry positively and negatively which in the long run or short run affect the global economy of the world negatively and positively. Among these factors culture, peace, security, developed infrastructure of the world, visa facilities, natural beautification, attitude of the people, tourist number, Quarantine, World population, Education, Income level, Price level of different commodities in the world, different languages and fare of hotel etc are the well known factors which affect the tourism industry positively and negatively in the world. Similarly on one side these factors push the tourism industry in the short and long run positively and negatively while on the other side affect the economic growth of the global economy of the world negatively and positively. .

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CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study

Tourism comprises the activities of persons traveling to and staying in places outside their typical environment for not above one successive year for leisure time, business and other purposes. It is the largest and fastest growing industry, which has the best opportunity for creating many new jobs worldwide. It can be perform as business in

rural areas since it does not have need of year's long vocational trainings (UNWTO 2010). The travel and tourism industry has become a major supplier to the gross national product of several nations, with marketing tourist destinations and its products becoming a broadly acknowledged practice for both public and private sector organizations (Riege& Perry, 2004).

Tourism is one of the main sources for foreign exchange income and the number one export group, creating considerably wanted employment opportunities for many developing countries. Globally, as an export group, tourism orders fourth after fuels, chemicals and automotive products. Tourism contribution to economic activity worldwide is estimated at some 5%.Its contribution to employment tends to be slightly higher relatively and is estimated in the order of 6-7% of the total number of jobs global (UNWTO, 2010).

"Tourism in East Africa is one of the largest and fastest growing sectors" (WTO, 2012). Tourism is, thus, a powerful force in the economic development of these countries. Increased awareness of the potential that tourism seems to hold has been rising, and various developing countries have aggressively supported its development, Ethiopia being one of them (Mann, 2006).

Ethiopia has huge tourism potential of both cultural and natural resources, which have power to attract both international and domestic tourists (Boniface and cooper, 2001). The cultural and natural tourist attraction features of Ethiopia are wealth of cattle, ancient churches and monasteries, rivers and lakes, deserts, wild life, suitable

climate, various fascinating landscape features, caves, forests, archeological sites, mountains, historical towns, traditional cultures and festivals etc.

Ethiopia is one of suitable place for tourism attraction in that it needs to be competitive in attracting tourist in order to be competitive tourism destination and need to have appropriate marketing strategy in how to market its tourism potentials (Asmamaw&Verma, 2013). So as to stay in the tourism marketing competition, organizations in both public and private sectors should identify their customers and be responsive to their demands. They should also be capable of making their potential customers aware of their products and services, encourage them and suggest them that they get benefit if they become real customers, namely to travel to the someplace and desired destination that has been organized with the function to travel (Elias, 2014)

Tourism marketing is growing at a faster rate than all agricultural and manufacturing business combined. In fact tourism related business is leading producer of new job worldwide. Tourism has developed in to truly worldwide activity that knows no political, ideological, geographical or cultural boundaries. For a long time tourism was disparate and fragmented, but with maturity has come a sense of professional identity (cook et al., 2006).

The tourist flow in developing countries has both benefits and cost. But most of the tourism programmers in developing countries have been carried out without sufficient and careful attention of the various benefit and cost involved in this regard tourism has played positive and negative roesl in the developing country. The positive impacts can be providing employment opportunities generating foreign exchange, development infrastructures and social services. Contribution towards the preservation of cultural heritages and developing cross cultural exchange. On the other hand creating un balanced economic development, the feeling of dependence on tourists, increasing incidences of crimes, loss of historical resources, aggravated position, alcoholism, in sanitary condition and influencing the customs, life style and tradition, environmental pollution and political influences of the host communities are among the few examples of the negative impact if tourism(lanranges,2010)

Presently, cultural values are understood to be dynamic and perceived through

different lenses, but what is crucial is to accept the changeability and significant changes of values from one culture or period to another (Hall, 1997; Mason, 2006; Heras et al., 2013). This can be seen when four distinctive cultural values of social, historic, aesthetical, and scientific were established by UNESCO's world heritage Committee (2008) and later were followed by economic, political, ecological, and age to complement the conservation development process (Riganti and Nijkamp, 2005; Piper, 1948; Lowenthal, 1985; Reigl, 1982).

Heritage conservation efforts in Ethiopia date back to the 18th century. It was during the last Ethiopian imperial regime that the first initiatives took place to modernize the heritage conservation system in Ethiopia through the creation of cultural institutions in the country (Solomon, 2010). For the first time in Ethiopian history, a cultural policy was endorsed in 1997. This policy was adopted not only for the sake of conserving cultural heritage but also to enhance the role of cultural heritage in the development endeavors of the country; ensuring citizen participation in cultural activities, creating favorable conditions for artists and researchers who are working in the cultural sector, promoting the culture of the different nations, nationalities and peoples of the country, and abolishing harmful traditional practices are amongst the major objectives of the policy (Cultural Policy of Ethiopia, 1997).

Tiya World Heritage Site, placed in abandoned field about 88kms southwest of Addis Ababa, straight down to Butajira Road, symbolizes a unique survival example of outstanding human endeavor. The site is exactly located 400m east of Tiya town. The stele field, seats on the Kondaltiti massif, elevates 2400m above sea level. Tiya World Heritage Site inscribed as World Heritage Site in 1980 based on the following Criteria: Criterion I, "Represent a unique artistic or aesthetic achievement, a masterpiece of human creative genius" and Criterion IV, "Be among the most characteristic examples of a type of structure, the type representing an important cultural, social, artistic, scientific, technological or industrial development". (Conservation plan for Tiya world heritage site, 2017).

Ethiopia is also responsible for safeguarding and conserving the heritage monuments which produces icons for a country, provides local identity, reflects the cultural values and background, and represents a source of memory, historical

events. However, Tiya megalithic stelae still preserves its symbolic significance, but this has not prevented some re-arrangement which threatens authenticity. For instance, the property now contains two stones brought there by archaeologist from a site 6 Km distant, for their protection, and this initiative should be reconsidered. When the reinstallation of the stelae of Tiya undertaken in 1980s, most of the site were found in critical conditions, where almost half of them were broken in to two or more pieces some parts missing. Among the fallen and broken stelae nine were fixed with mortar and reinstalled in their original position. However over time the monolithic stelae become unstable as the ground being waterlogged. Therefore the area needs to be properly monitored and drained after each rainy season. No conservation works were carried out on these iconic physical artifacts which were rich in cultural value. Without a systematic cultural value conservation process, the future generations will be unable to see and appreciate the cultural value of these monuments/ stelae.

Achieving sustainable tourism is a continuous process and it requires constant monitoring of impacts, to enable necessary preventive and/or corrective measures to be taken whenever necessary. So, there is a need to study on the conservation cultural value, challenges and prospects on the world heritage site of Ethiopia.

Hence, it is imperative to investigate conservation cultural value in world heritage sites of Ethiopia in line with UNESCO"s guidelines and thereby show the cultural value, challenges and prospects for sustainable tourism development. This study attempts to investigate the factors affecting Tiya world heritage site.

Therefore the researcher wants to study the factors affecting this industry in order to minimize the negative factors and upgrade the positive factors by creating favorable factor for the sector in order to become economically, socially, culturally, environmentally and politically, friendly and sustainable.

1.2. Statement of the Problem

Tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural developments .

Tourism is generally viewed as an engine for economic development and _as

_mechanism for poverty reduction. Although the zone of Gurage has many tourist attraction sites and resources, but still now its economic contribution is (infant) .because of many problems such as lack of community participation in tourism activities of the town, low level of protection of natural and cultural resource, lack of community awareness towards tourism, an employment problem, lack of infrastructural development, lack of accommodation Genet, (2004). Therefore, the researcher will be tried to investigate the factors affecting tourism marketing in Gurage zone.

1.3. Research Questions

The main purpose of this study would I try to answer the following questions

1. What are the factors that affect tourism destination in Gurage Zone?
2. How do the external and internal factors that affect foreign tourists, hospitality and tourism marketing in Gurage Zone?
3. How do the external and internal factors that affect domestic, hospitality and tourism marketing in Gurage Zone?
- 4 .How do the socio economic factors affect hospitality and tourism market in Gurage Zone?

1.4. Objectives of the Study

1.4.1. General Objective

The main objective of the study would be to assess factors affecting tourism market in Gurage Zone.

1.4.2. Specific Objective

The specific objectives of this study are:-

- 1,To specify the factors that affect tourism destination marketing in Gurage Zone
- 2,To indicate the external and internal factors that affect foreign tourists, hospitality and tourism destination market in Gurage Zone
- 3,To describe the external and internal factors that affect domestic, hospitality and tourism destination marketing in Gurage Zone
- 4,To portray the socio economic factors affect tourism destination market in Gurage Zone

1.5. Significance of the Study

The significance of the study would have much importance to different parties. Firstly, it would improve the tourism marketing industry by giving unrecognized but very influential factors affecting destination of tourism market in Gurage zone. Secondly, it would also help the tourism organizations to know the actors or factors that affect tourism industry in Gurage Zone. Thirdly it would motivate other researchers to shore on this research and do more in different aspects of the tourism marketing industry. Finally I will be able to gain the knowledge, and also skill in my future profession and I would be able to acquire the knowledge, and also skill in my future profession.

1.6. Scope of the Study

The study delimitations are geographically, theoretical, methodologically and time. The researcher would focus on Tiya Archaeological Site in Gurage zone which is located in SNNPRS and also the researcher would focus on the assessment of factors affecting destination of tourism marketing in case of Gurage zone. The study would have to be completed within six months until June 2020.

1.8. Organization of the Paper

The paper would contain five chapters. The first chapter will deal with the introduction that would include background of the study, statement of the problem, objectives of the study (general & specific), research questions, then the significance of the study and the scope as well as the limitations of the study. The second chapter would examine related literature review that consists of the whole concept of the research and its ideologies. Then the third chapter would deal with materials and methodologies used in the research to interpret the results. And the fourth of the research would present the data that has been analyze.

And interpret in explicit manner. Last but not least the final chapter, chapter five would give summery, conclusions, recommendations and offer solutions.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1 Theoretical Review

The theoretical part of this literature review begin by assessing definition types, concepts about tourist and tourists destinations, and impacts of truism which is given by different institutions, economists and researchers.

2.1.1. Concepts and Definitions

The word tourism has no universal definition rather it is subject to several arguments. Tourism is a social, cultural, political and economic phenomenon with long history. Tourism is a travel for predominantly recreational or leisure purposes and also refers to the provision of services in support of this act. (Ayalew, 1998) also define tourism as an activity that occurs when a tourist travels including the planning of the trip, the travel to the place, the stay itself, the return, and the reminiscences about it after war

WTO has proposed a definition for tourism that is accepted by most of tourism scholars and universally used as a formal one which is stated as "Tourism is the activity of persons traveling to and staying in place outside their usual place of residence for not more than consecutive year and not less than 24 hours/ one night for leisure holiday, recreation, business, or any other purposes.

As can be understood from the definition, all travelers could not be named as tourists, as there are criteria that should be fulfilled so as to call them as tourists.

- 1. Purposive criteria:** The person should know he/she is going there; he/she may have one or more of the preceding purposes.

1.1 Leisure /Recreation/ holiday: This type of tourism is planned to relax or refresh body and mind when people become exhausted by routine office/house hold works or any other reasons.

1.2 Business Travel: It is travel outside the used place of residence to different

places so as to accomplish various business purposes.

1.3 Sports: It is highly benefiting cities in the world as a result of movement of athletes, foot-balers, valley balers, basket- balers, audience and the photos, etc. from one area to another.

1.4 Religion: Is also termed as pilgrimage for instance Hijira in Muslim as well as travel to Rome and Jerusalem in Christian religion can be mentioned.

2. Spatial criterion: According to WTO criteria, tourism has six forms especially in relationship to a given country.

- a. Domestic tourism: The residents of a certain country traveling within their own country.
- b. Inbound tourism: nonresidents of a certain country traveling in it.
- c. Outbound tourism: local residents of a certain country traveling outside the own country.
- d. International tourism: it consists of inbound and out bound tourism in certain country.
- e. National Tourism: It consists of domestic and out bound tourism in a certain country.

2.1.2. Types of Tourism

There are different types of tourism which includes:

Eco tourism: M. Yohannes (2009), defined ecotourism as sustainable tourism which has minimal impact on the development, such as national park. While WTO (1994), in its recommendations on tourism statistics defined eco-tourism, the term eco be defined as responsible travel to natural areas that conserves the environment and improves the wellbeing of local people. Martha Honey (2009), describes eco-tourism could provide a blue print for managing this process, as it not only build entrepreneurial skills at a local level but also links community members to larger world in ways that create knowledge, understanding and appreciation of other peoples.

Cultural tourism: According to DSA and SCI (2002) report, cultural tourism includes urban tourism, visiting historical or interesting cities, and experiencing their cultural

heritages. This type of tourism may also include specialized cultural experience, such as art museum tourism where the tourist visits.

Agro – tourism: It refers to agricultural or rural tourism or it is form based tourism helping the local agricultural economy.

Adventure tourism: It refers to tourism involving travel in rugged regions, or adventure sports such a mountaineering and hiking (tramping).

Mass tourism: These types of tourism intended to minimize the foot print of tourists by concentrating them in to a small area. It is also maximize the utilization of tourist infrastructure.

Back packer tourism: According to Yohannes (2009) defined Back Packer tourism, a term used to denote a form of low – cost independent international travel, differentiating if from other forms of tourism notably by attributes such as minimal budget use, longer duration traveling use of public transport and multiple destination

Creative tourism: is a new form of tourism that allows visitors to develop their creative potential, and gets closer to local people, through in formal participation in hands on workshops that draw on the culture of their holiday destinations.

Ancestry tourism: also known as genealogy truism refers to the travel with the aim of visiting birth places of this ancestors and some time getting to know distant family.

Daniel Adam, (2009) defined the following concepts that related to tourism.

Tour: Derived its meaning from Hebrew word “*Tarah*” meaning learning, Studying and search. It could be independent or group and consists of transportation and accommodation.

Tourists: - temporary visitors staying at least 24 hours in the country visited for pleasure, business, education, religion and the like.

Tourism commodities: - natural and manmade sights that are not processed like other industrial commodities and shipped to market but visited /consumed/ where

they are.

Origin: - the initial point at which a journey commences.

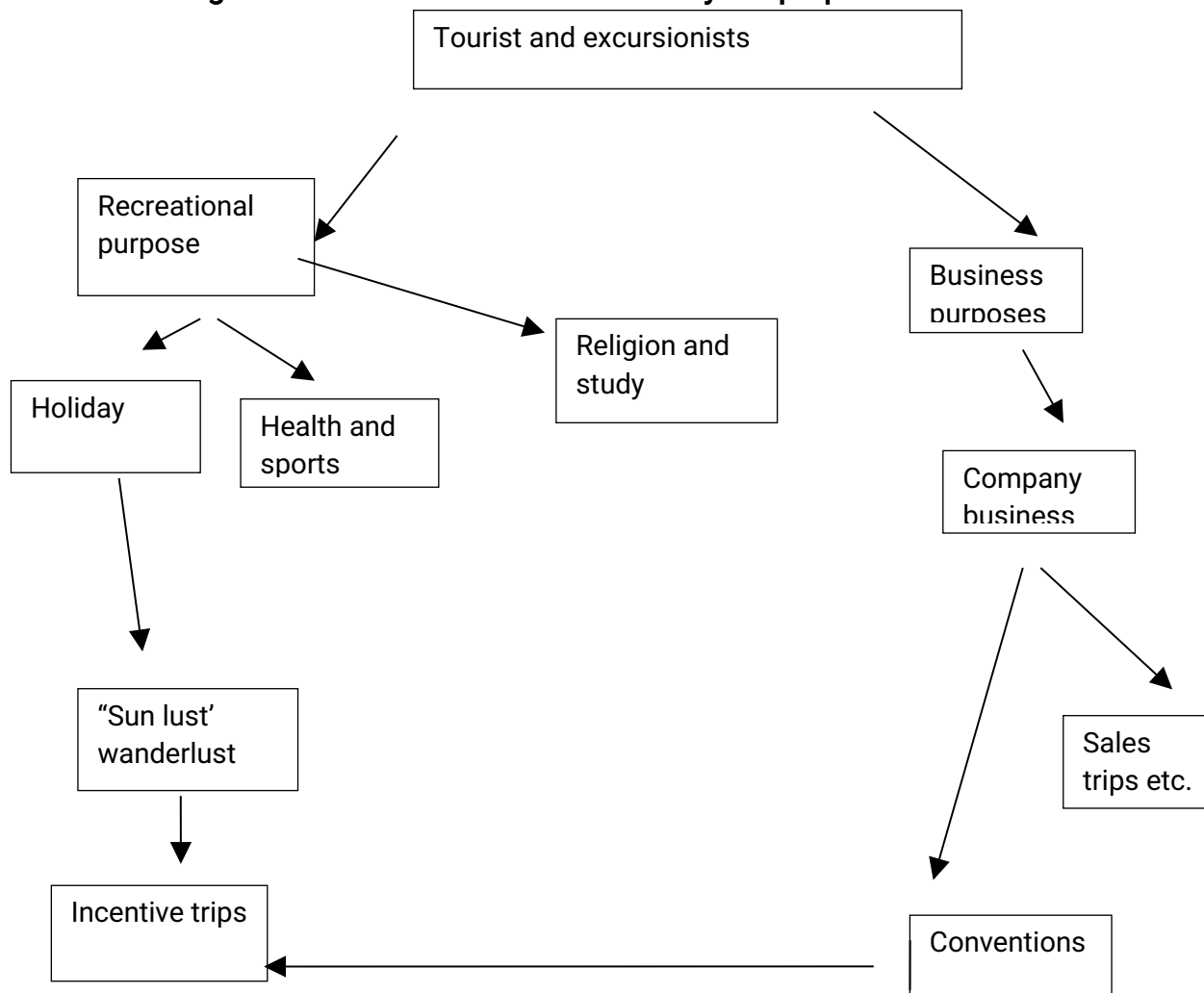
Destination: A geographical to location to which a person is traveling.

Tour operator: Is a person or company that organizes complete package tour by combining different modes of transportation with the arrangements of hotel accommodation and sightseeing tours.

2.1.3. Categories of visitors

The 1963 conference in united Nation categorize visitors in to two, namely tourists and excursionists. The former refers to temporary visitors at least 24 hour for leisure or business purpose, while the latter refers temporary visitors less than 24 hours for the same purpose.

. **Figure 2.1: Classification of tourists by the purposes travel**



Source: (DSA &SCI, 2002)

2.1.4. Impacts of Tourism sector

Tourism is the biggest and the fastest growing industry in the world. This fast growing industry has significant impacts on both tourist generating and tourist destination area. The impact of tourism can be categorized in to economic, socio cultural and environmental impacts (Getnet, 2000).

2.1.4.1 Economic Impacts of tourism

According to Getent (2004) the economic development through tourism has both positive and negative consequences. The unfavorable economic effects on the host communities include increasing the price of goods and services, increasing the cost of infrastructure developments. Tourism increases the price of land, increase maintenance cost for infrastructure and non- local owners of tourism. On the other hand tourism industry has positive impacts for the communities, the regions and the nations. It contributes to increase business opportunities of the local communities. Tourism can bring significant foreign exchanges value through tourist expenditures on hotels, recreational activities and other services.

One of the strongest agreements for promoting international tourism as development strategy to stimulate economic growth is its capacity to earn much needed foreign exchange and thus help with balance payments (Tariku, 2004); tourism also contributes to increase the income, living standard of the local communities and contributes as source for government revenues.

Getnet (2004) suggest that government revenue from tourism sector can be categorized as direct and indirect contribution. Direct contributions are that it generated income from tourism in the form of taxes, entrance fee and tourism business. Indirect contributions are experience sharing from tourist and duties levied on goods and services supplied to tourists. Tourism does not only consists of the hospitality sector it is multi production industry with strong linkages to other economic sector the industry offer jobs on a full- time and part time basis and part-

time basis and requires stable and causal, seasonal and migrant labor (Riley- Ladkin - Sziras, 2006). Tourism plays a significant role on employment generation such as jobs directly through hotels, restaurants, loges night – clubs, taxis, and indirectly. Tariku (2004) he also suggests that the economic impacts of tourism can be divided in to three types.

- ⇒ Balance of payment effects; one of the strongest arguments for promoting international tourism as a development strategy to stimulate economic growth is its capacity to earn much needed foreign exchange and thus help with balance of payment.
- ⇒ Income effect; according to Tariku the income and the employment effects are often measured in terms of their multiplier values. Economic multipliers result from the process by which Tariku spending stimulates further spending and increased economic activity. There are three categories of multiplier effects; direct indirect and induced effects. The direct effects are economic impacts directly related to tourism for instance incomes arising to the tourist supplies like hotel, air lines and the travel agents. This will be spent as wages, rent, interest and payments to the supplies of goods and services to the tourism establishments. This will then generate the indirect effects. The induced effects are used to calculate economic multipliers, which can then be used to estimate the impacts of tourism.
- ⇒ Employment effect; tourism plays a significant role on employment. (Ataklti, 2004) added that the sector deals with a large number of unskilled and semi-skilled employees than machines such contribution include jobs directly through hotels, restaurants, night clubs, and indirectly through supply goods and services needed by tourism related services.

Through supply of goods and services needed by tourism related services. The income gained from the tourism sectors has been used for the provision and improvement of infrastructures such as airport, roads, ports, and utilities on which the local communities and other economic sectors are beneficiary. Tourism used to exploit the natural resources such as land for the sources of income. It has been argued that tourism has larger multiplier effect compared to

other economic sectors (Brohman, 1996).

2.1.4.2 Environmental impact of Tourism

Environment is the major tourist attraction potential for tourism industry. On the other hand tourism industry affects the natural environment in various forms, which have further impact on the development of tourism. The major negative consequences of tourism sector on environment for construction of tourism sector. C. Michael Hall James Higham (2006), noted that climate change is the most serious problem we are facing today, more serious even than the threat of terrorism. The major negative consequences of tourism sector on environment are generating wastes and pollutions. Forest lost for agriculture land and natural environments for construction of tourism sector. The construction of infrastructures and services may be the cause of change of landscape and drainage pattern, decreasing the size of green spaces, loss of fauna and loss of flora.

On the other hand tourism contributes to protect our natural environment. The awareness of the local community about the natural environment as source of income can be the cause for protection and preservation of valuable natural resources from further ecological decline. Income generated from tourism may be used to preserve and restore historical building and movements. It is also a reason for improvements in the areas appearances through cleaning, repairs and through increasing additional public art such as water fountains and movements. Also it can be used to increase the quality of water and swimming pools which have impacts to attract more visitors (Getnet 2004).

Table 2.1: Environmental impacts of tourism

Positive	Negative
⇒ Protection of natural environments and preservation from further environmental degradation.	⇒ Pollution of air and water noise solid waste visual disturbance
⇒ Preservation of historical sites	⇒ Lose of agricultural and forest land

and monuments.	
⇒ Improvement in the quality of the natural environmental.	⇒ Lose or change of natural lands cape and drainage pattern.
	⇒ Degradation historical sites and monuments
	⇒ Disturbance of the wild life
	⇒ Decrease the quality of urban environment
	⇒ Loss of fauna and flora.

Source: *Getnet*, 2004

2.1.4.3 Socio cultural impacts of Tourism

Socio – cultural impact of tourism refers to the manner in which tourism affects the individuals and collective levels of the local communities.

Getnet (2004), on his study, explain impacts of tourism on socio – cultural aspect that Tourism has both positive and negative impacts. Tourism can improve the standard of living of the local communities by increasing the number of attractions, recreational opportunities and services. It provides an opportunity for the local community to meet interesting people and make friendship, learn about the world and expose themselves to new perspectives and cultural exchange.

2.1.4.4 Political Impact of Tourism

Like others tourism has also an impact on the political condition of the host (local) community either positively or negatively. The positive impacts are encouraging political participation of host community meaning increase the involvement of the community in the political system related to tourism such as to tourism development regulation as well as to the efforts of the citizens to defend themselves from what they may perceive as encroachments on their right due to tourism development. In addition to this it has also appositive impact on women’s’ liberating effect because the new earning opportunities may change the share of the women in the house hold income and consequently in house hold decision making this may lead to change in the pattern of consumption of the house hold, as well as

changes in marriage, family planning and fertility practices (Gloriam *et al.*, 1983).

On the other hand tourism can be the cause for certain socio-cultural problems of the community. It is the major factor attracts more people from surrounding regions and cause rapid increase in the population number and in changing the age and sex structures of the tourist detonation regions. Tourism offers new forms of employment opportunities, which may with draw workers from other economic sectors.

2.1.5. Factors affecting the development of tourism sector

According to Mrkša and Gajić (2014), the concept of sustainable development is regarded as the guiding principle to develop policies from local to national levels. Tourism industry is said to be responsible for its all impacts on the now and then economics, society and environment, addressing visitors' needs, industries, natural environment and local communities (UNWTO, 2011). In addition, the scale and supremacy of tourism development is said to depend closely on many important factors, which contributed to increase the complexity of the tourism system by evolution of tourism at destinations over time (Mai, 2010).

Mrkša and Gajić (2014) proved that consensus of human, social, economic, technological, cultural development and conservation, rehabilitation and improvement of the environment and protection of the natural heritage and the initial native ecosystems conducted a conceptual model of sustainable development so that it can be said that the issues of sustainable development for Tourism in Gurage zone should pay attention to three issues such as the environment, the economics, and the society.

Phan and Vo (2017) also suggested that the development of the tourism industry had to be ensured by the three following factors such as Economic Sustainability: Creating the prosperity to all levels of the society and achieving the performance value for all economic activities; Social Sustainability: Respecting human's rights and equality for all people; Environmental Sustainability: Protecting and managing the resources, especially the non-renewable resources, and valuable ones for human's life.

Rad and Aghajani (2010) suggested that it is the vital goal to preserve the world's

inherent assets, not only for travel and tourism but also for all other industries using the earth's natural resources as well as saving the natural resources for the future generations. Moreover, the sustainable development for tourism industry on the economic aspect is presented basically on the stability and increasing constantly the nation's manufacturing capacity. The sustainability stands for the society having the income division and social welfare, which is presented by the equality in distributing the classes among the rich and the poor in the society. It also presents the environment when using the natural resources properly and condition of social environment, serving the present generation's needs but still saving the resources and the necessary environment conditions for the future generation to develop. These issue shave to handle fairly while exploiting the tourism industry. Therefore, the next analysis will be three factors related to problems of environment, economics, and society towards the sustainable tourism development in Gurage zone.

factors affecting the growth of tourism.

1. Environmental factors

Two main environmental factors that have led to the growth of tourism:

Good climate: Good climate is one of the most important features of attraction for any tourist place. Pleasant climate with warmth and ample of sunshine attracts tourists who come from the temperate and colder regions. For example, most of the sea-side resorts in U.S.A and U.K are located on a warmer southeast. On other hands, people from summer areas migrate to cooler regions to seek pleasure of cold fresh environment. For instance, in India places like Lonavala, Mahabaleshwar near Mumbai, Kullu and Manali, Shillong, Kashmir, so on are well-known for their cool and pleasant climate. Other countries with cooler climate that attract tropical tourists are Switzerland, Sweden, etc.

Beautiful scenery: Tourism booms at picnic spots with beautiful sceneries. For example, sunrise and sunset points, long sea beaches, fresh water lakes, waterfalls, etc., often attract large numbers of tourists.

2. Socio-economic factors

Four important socio-economic factors that influence the development of tourism:

Accessibility: Of all socio-economic factors, accessibility is the most important one. All tourist centers must be easily accessible by various modes of transportation like roads, railways, air and water. To enjoy nature's beautiful sites seeing traveling by roads and railways is a better option. If a tourist plans to reach a remote tour-destination in the quickest possible time, then airway is the most suitable choice. Generally, waterways are seldom selected unless a tourist decides to enjoy a luxury cruise experience in sea and/or interested to visit an isolated archipelago.

Accommodation: Places of tourists' interest must be capable enough to provide good accommodation and catering facilities. A type of accommodation required by tourists depends on their lives-styles, standard of living, capacity to spend money, nature of services expected, etc. Classification of accommodation centers (i.e. various hotels, motels, dormitories, etc.) on basis of rating like five stars and below is essential so that tourists can make a proper choice and plan their trips appropriately. Generally, tourism mostly prospers in those areas where good lodging and food facilities are available at reasonable prices.

Amenities : Growth of tourism at a particular place is also influenced crucial factors like; how well the site is maintained for touring activities like skiing, roping, paragliding, rowing, fishing, surfing, safari adventure, etc. Whether emergency facilities are available or not, so on.

Ancillary services : If a tour destination is equipped by ancillary (supplementary) services like banking and finance, the Internet and telecom connectivity, hospitals, insurance, so on, then such a place succeeds to hold (retain) more tourists for a longer time. This overall helps to boost the local economy to some extent.

3. Historical and cultural factors

Many tourists are attracted to places of historical significance and that which have a legacy of rich cultural heritage. People love and enjoy exploring destinations where there are famous ancient monuments, marvelous forts, castles and palaces of earlier kings and queens, etc.

Examples of places that are famous throughout the world for their historical and

cultural accounts are; Taj Mahal in India, Nazca lines and Machu Picchu in Peru, Pyramid of Giza in Egypt, Great wall of China and Stonehenge in England.

4. Religious factors

People often make pilgrims to places of religious importance to seek inner peace, get blessing of their favorite deities and gurus, attain salvation before death, etc. Here, faiths, beliefs and sentiments of people contribute in booming tourism at holy places.

Examples of places that are well-known for their religious significance are Jerusalem in Israel, Mecca and Medina in Saudi Arabia, Varanasi and Amritsar in India, etc.

5. Other factors

Sometimes other factors also contribute toward growth of tourism at unexpected places.

For example, UFO crash site in Roswell, New Mexico (USA) attracts many tourists from around the world. Research activities and adventures of deep seas and caves, geological studies of hot-water springs and geysers, seismic analysis of active volcanoes, investigation of paranormal-activities in abandoned ghost towns, etc. also contribute in developing tourism on some scale. So, these are some of the main factors influencing the growth of tourism.

2.1.6. Tourism development in Ethiopia

Tourism is a large global industry rapidly grown in developing countries. In Ethiopia tourism is one of the focal sector of the five- year development plan (PASDEP) 2006-2010. The government of Ethiopia has set an initiative to develop the tourism sector in Ethiopia (UN WTO).Ethiopian territory includes eight UNESCO world Heritage sites (as many as Egypt). Four important parks, a source of world's longest river and sites revealed among adherents to Christianity, Islam and Judaism and diverse African traditional societies.

According to UNWTO report, in Ethiopia context, establishing and measuring links between tourism activity and poverty reduction are critical rational for considering public investment in the sector, tourism growth is most often measured through

increase in international arrivals, length of stay, bed occupancy, tourism expenditure and value of tourism spending.

The study identified that tourism generated approximately 132 US dollar million in country expenditure revenue from a base of about 150,000 foreign visitors who came to Ethiopia for various purposes such as leisure (63,000) business and conferences (62,000) and to visit friends and relatives (25,000).

2.2 Empirical Review

Empirical evidences shows that tourism industries have become the major sources of revenue in most developing countries. Though there is a substantial difference in the percentage share of foreign exchange.

- Dongkoo Run and Sean Hennessey (2008), this study used secondary data drawn from the 2004 tourist exit survey conducted on Prince Edward Island, Canada's smallest province and a major tourist destination. The result shows that cultural themes are an important factor for a significant portion of tourist destination and demonstrated that cultural tourists are variable in terms of their economic contribution to the destination and social cultural interaction with communities.
- According to Creaco, et al., (2003) defined that sustainable development meets the needs of the present without compromising the ability of future generations to meet their own needs. Pham and Khin (2015) stated that sustainable development for tourism was perceived differently from different points of view, impressing on the demand to achieve a balance between economic and environmental aspect to ensure the permanence of the tourism. According to UNWTO (2011), the guidelines of sustainable tourism development and management practices are applied to all forms of tourism and all types of destinations, including mass tourism and the various niche tourism segments. The principle for the sustainability is regarded to the environmental, economic, and socio-cultural aspects of tourism development, and a suitable balance must be established between three dimensions to guarantee its long-term sustainability.

- The sustainable tourism is related to movement and visiting the natural areas with responsibility for environment to enjoy and evaluate the natural greatly (with the attached culture in the past and in the present) by the warning of preservation which is affected by visitors as well as bringing benefits to active participation about the economics and society of local community (World Conservation Union, 1996).
- Sustainable tourism can be defined as taking full account of its current and future economic, social and environmental impacts which address the needs of visitors, the industry, the environment and host communities (APEC, 2014). According to Phan and Vo (2017). The development of human beings was not only paid attention to the economic development but it also has to respect the necessary needs of the society and influence into the ecologic environment. In other words, the sustainable tourism has to be planned carefully from the start of exploitation in order to bring back the benefits for the local community, respecting the culture, preserving the natural resources and educating tourists and also local community. The sustainable tourism can create the economic and social characteristics as the popular tourism but the benefits will be remained in the local community and natural benefits, the local culture values are protected professionally and have long-term vision as well as preserving values for the next generations.
- According to Mrkša and Gajić (2014), the concept of sustainable development is regarded as the guiding principle to develop policies from local to national levels. Tourism industry is said to be responsible for its all impacts on the now and then economics, society and environment, addressing visitors' needs, industries, natural environment and local communities (UNWTO, 2011). In addition, the scale and supremacy of tourism development is said to depend closely on many important factors, which contributed to increase the complexity of the tourism system by evolution of tourism at destinations over time (Mai, 2010).
- Mrkša and Gajić (2014) proved that consensus of human, social, economic, technological, cultural development and conservation, rehabilitation and improvement of the environment and protection of the natural heritage and the initial native ecosystems conducted a conceptual model of sustainable

development so that it can be said that the issues of sustainable development for Tourism in Vietnam should pay attention to three issues such as the environment, the economics, and the society.

- Phan and Vo (2017) also suggested that the development of the tourism industry had to be ensured by the three following factors such as Economic Sustainability: Creating the prosperity to all levels of the society and achieving the performance value for all economic activities; Social Sustainability: Respecting human's rights and equality for all people; Environmental Sustainability: Protecting and managing the resources, especially the non-renewable resources, and valuable ones for human's life.
- Rad and Aghajani (2010) suggested that it is the vital goal to preserve the world's inherent assets, not only for travel and tourism but also for all other industries using the earth's natural resources as well as saving the natural resources for the future generations. Moreover, the sustainable development for tourism industry on the economic aspect is presented basically on the stability and increasing constantly the nation's manufacturing capacity. The sustainability stands for the society having the income division and social welfare, which is presented by the equality in distributing the classes among the rich and the poor in the society. It also presents the environment when using the natural resources properly and condition of social environment, serving the present generation's needs but still saving the resources and the necessary environment conditions for the future generation to develop. These issue shave to handle fairly while exploiting the tourism industry. Therefore, the next analysis will be three factors related to problems of environment, economics, and society towards the sustainable tourism development to Vietnam's tourism in the new era.
- Kthe second most important sources of export next to oil. Among individual countries, Nigeria with its capacity to spread its socio economic benefits to all levels society tourism can be a leading industry benefits in the fight against poverty.
- Edgardosica (2005) shows that tourism is experiential based on being involved in and stimulated by the performing arts, visual arts, and festivals, whether in the form of visiting preferred land escapes, historic sites, building

or monuments is also experiential in the sense of seeking an encounter with nature or feeling part of the history of the place. They also added that tourism is experiential based on being involved in and stimulated by the performing Arts, visual arts, and festivals, whether in the form of visiting preferred land escapes, historic sites , building and monuments is also experiential tourism in the sense of seeking an encounter with nature or feeling part of the history of the place.

- Bichaka, christan and Badassa (2007), study on the impact of tourism on economic growth and development in Africa, discussed international tourism is a lucrative source of income for Kenya, accounting for 2.24 percent of the national GDP in 2006. Investigation on the effects of international tourism on the economic growth and the development sub Saharan Africa countries shows that the spending of international tourists positively affects the economic growth of Africa countries. According to their finding they found that a 10 percent increase in the spending of international tourist leads to a 0.4 percent increase in the GDP per capital income of sub Saharan countries
- John Brohman (1996) effects of tourism on economic development in developing countries, in his paper argued that tourism has contributed to mal development in many developing countries. It has positive and negative economic, socio cultural and environmental impacts.
- Kotal (1982), tourism industry and its development in western Africa, analysis that tourism is sometime considered to be a green industry or an environmentally benign industry but it may adverse environmental consequences unless well managed. This adverse environmental impact may arise from provision of service for tourist and wastes from tourists, example water supplies, and energy supply sewage disposal, destruction of natural environment to make way for the provision of tourist's facilities such as roads, airport, resorts hotels and destruction directly by tourists.
- Khan (1988), shows that the environmental impact of tourism in East Africa depends on its management it is possible to develop a tourism industry that it's environmental friendly and relatively sustainable. Although tourism has

some environmental impact which leads to the social impact for example undermine established in the host country, and contribute to crime establish in the host country and contribute to crime, prostitution and disorder its impotence is much, however much seems to depend on how the host country itself addressed such matters or disciplinary solution from government. Tourism is the largest industry in the world and the 800 million arrivals recorded for 2005 represented 25.2 percent growth rate from 2004 and an estimated value of US dollar 665 Billion in worldwide tourism receipts.

Tourism arrivals and associated revenue have grown steadily in sub Saharan Africa during this period consistently at 7 percent per annum for region as a whole and after significant opportunity by contributing to reduction of macroeconomic vulnerability that comes from the region high degree of commodity dependence.

- (*Ayalew, 1988*) on his study on tourism development in Ethiopia, added that tourism performance is strong in North Africa likewise the performance of tourism in east Africa was also shown increment in the last decades. Between 1995 and 2000 average annual growth reached five and half percent.
- As showed by *Tariku (2004)*, he used secondary data on assessing tourism development in developing countries; he found that tourism as economic activity is becoming common phenomenon in developing countries and possibly affects the livelihoods of the poor directly or indirectly. In fact tourism is generally viewed an engine for economic growth. In 2000 tourism ranked third among the major merchandize export sector of developing countries, including LDC'S.
- *Sharply (2003)*, analysis the vulnerability of tourism to risk, crisis and disaster has long been evident in SSA by using secondary data and survey method. In fact tourism industry has been affected by a range of disaster each with different disaster. He classified the factors that limit the growth of tourism in to four these are :

I, Natural problem this problem is caused by natural effects (pulling and pushing

of the underground forces which include tsunami, volcanic eruption, earthquakes, and erosion.

II, Biological problem:-this problem specially attacks wild life e.g. bird flu, endemic disease etc.

III, Manmade problem: - as the name implies this problem is caused by human being activities like crime, terrorist attack, Bali bombing.

IV, Technological Problem: - like Air crash, pollutant, this problem is also possible effect.

- Meethan k (2001), tourism in global society: place, culture and consumption Palgrave Malaysia, shows that the growth rate of tourism in both developed and less developing countries are high the share of LDC's was insignificant through tourism is a much larger part of their economic i.e. accounting for over 15 percent of all goods and services exported than in other developing countries. In fact tourism can account as high as 90 percent of GDP and exports. It also employs up to 50 percent labor population in most tourism dependent countries. Developing the tourism products and facilities will not be enough in the development of tourism, but also marketing activity has to be carried out, Integrated and effective marketing means by which the tourism potential of the country will be known to international tourism.

Ethiopia as one of less visited destination in Africa has also shown relatively strong tourist arrivals since 1990's except during the war with Eritrea. The Number of tourist arrival was 77000 in 1990. However, the figure has increased to 136000 in 2000, and the growth rate was 72 percent. Nevertheless, given its potential and actual tourism resources on one hand and compared to other LDC's on the other its tourism performance is not satisfaction.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Research Design

This study would focus on descriptive research design the study would describe the present situation the tourism market to examine the collected, data quantitative of techniques of data analysis would be used to arrive at certain findings and conclusions.

3.2. Type and Source of Data

The researcher would use both qualitative and quantitative type of data, and also use primary and secondary source of data. The primary data would be gathered through questionnaires (both open and close ended) and distributed to the foreign tourists and domestic visitors. Accordingly, interview (structured and unstructured) would be taken place with Gurage zone culture and tourism bureau managers in Gurage zone. Also the secondary source of data would be obtained from documents and past researches done on the topic. Consequently, most of the data would be built on information gathered from the personal interviews and questionnaires given to the participant parties in the research.

3.3. Target Population

The targeted population in this research are those who can provide adequate information to benefit the research this would include the foreign tourists that come to visit Tiya archeological site in Gurage zone and hospitality accommodation offering organizations.

3.4. Sampling Technique and Sample Size

With regard to method of sampling, the elements from which the data would be include the foreign tourists that come to visit Gurage zone and hospitality accommodation offering organizations. In conducting this research only simple random sampling would be used because of its many advantages. Among the advantages of simple random sampling each element in the population has equal chance of being selected as sample respondent.

3.4.1 Sample Size

The required amount of questionnaires were duplicated and distributed to foreign tourists that come to visit Tiya archaeological site in Gurage zone and domestic tourist who visited this site and also people reside in the selected area. So, it could be possible to organize and analyze the responses, so that the researcher would 80 be selected as sample of the study,

3.5. Data Collection Methods

Before approaching subject interview are prepared based on literature. The places selected to administer interview for different stakeholders and officials is mainly contact in their respective places or office. The researcher would distribute both open ended and close ended questions. In regard to secondary data source would be collected from written documents like researches done in the past and newspapers.

When the data would collect, the instrument used would include distributed questionnaires to the participants of this research and personal interviews as well. The reason behind this method is to effectively capture the research participant's opinions and utilize the financial budget for the research efficiently.

3.5.1. Data collection tools

When collecting data to the study, the researcher would use both primary and secondary method of data collection. From primary method of data collection the researcher use questionnaires, and from secondary source of data collection method the researcher would use different tools such as book, magazines, organization reports, government publications and others.

3.6. Data Analysis and presentation

The researcher would use the descriptive data analysis technique and presents the data by using table. The descriptive analysis tools to be done through statistical data analysis techniques. In addition to this both quantitative and qualitative method would be used.

3.6.1. Method of data analysis

The required data would collected from the primary and secondary sources it was analyzed through qualitative data analysis methods. Qualitative data gain from

interview, and analysis of documents was narrate towards description, holistic understanding of process and activities. In this research, content analysis was being undertaken in order to obtain the generalizations of the finding.

CHAPTER FOUR

4. DATA ANALYSIS AND INTERPRETATION

This part deals with the analysis and interpretation of data which is collected on factors that affect destination of tourism market in the case of Gurage zone. The findings are made based on the responses in the questionnaires filled by the participants of the study. The researcher distributed 80 questionnaires to the participants of the study. All of the participants (respondents) were properly fulfilled the questions

Then data was analysed by using descriptive data analysis that user simple tabulation and percentages. A simple tabulation involved values counting and number of respondents and placement of them on frequently distribution.

Table 1: General Background of the Respondents

No	Item	Category	Frequency	Percentage
1	Sex	Male	45	56
		Female	35	44
		Total	80	100
2	Age	Below 20 years	0	0
		21-30 years	20	25
		31-40 years	28	35
		41-50 years	25	31
		Above 51 years	7	9
		Total	80	100
3	Educational level	Illustrate	0	0
		1-5 grade	0	0

		6-8	5	6
		9-10	15	19
		11-12	16	20
		Certificate	12	15
		Diploma	12	15
		Degree	20	25
		Total	80	100
4	Work experience	Below 1 year	5	6
		2-4 years	23	29
		5-7 years	32	40
		Above 8 years	20	25
		Total	80	100

Source: Questionnaires, 2020

Table 1 item1 showed that, male respondents who responded are 45 (56%) and female were 35 (44%). It implies that; there is little difference in sex of tourists.

Table 1, item 2, illustrated that the age level of the respondent's 20 (25%) of the respondents were from the age level of 21-30, 35(44%) of the respondents were from the age level of 31-40 and the rest 24(31%) of the respondents were from the age level of 41-50 years. This implies that, most of the tourists were from the age level of 31-40.

Table1 item 3 showed the educational level of the respondents 5 (6% of the respondents were from grade 6-8, 15 (19%) of the respondents were from grade 9-10, 16(20%) of the respondent were from grade 11-12, 12(15%) of the respondents were

certificate,12(15%) of the respondent were Dipeloma and the rest 20 (25%) of respondents were bachelor of degree. This implies that, most of the tourists were educated.

Table 1item 4 indicated that the work experience of the respondents 5(6%) had work experience below 1 year, 23(29%) 2-4 years, 32 (40%) 5-7 years and 30 (25%) above 8 years of work experience respectively. This implies that, most of the tourists were with good work experience.

Table 2 the rate of flow of tourists in Gurage zone

No	Item	Alternative	Frequency	Percentage
1	Is there good tourist flow in Gurage zone?	Yes	56	70
		No	24	30
		Total	80	100
2	How do you evaluate the rate of tourists from time to time?	Increase	48	60
		Constant	24	30
		Decrease	8	10
		Total	80	100

Source: Questionnaires, 2020

Table 2 no 1, illustrated that the flow of tourists in Gurage zone, 56 (70%) of the respondents indicates that, there is good flow of tourists in Gurage zone.as they indicated the reason is because of historical destination and the support the government, but the remaining 24 (30 %) of the respondents were indicated that, there is no good flow of tourists in Gurage zone. It implies as many of the respondents indicated that, there is good flow of tourists in Gurage zone.

Table 2 no 2 illustrated that, the rate of flow of tourists from time to time 48(60%) of the respondents indicates that, the rate of hotel investment is increase from time to time but 32(40%) of the respondents indicates that, the rate of hotel investment is constant. this data the researcher conclude that, the rate of flow of tourists were

increased from time to time.

Table 3 the role tourists in economic development and tourist satisfaction in Gurage zone

N0	Item	Alternative	Frequency	Percentage
1	Do you think tourism have great role in economic development?	Yes	64	80
		No	16	20
		Total	80	100
2	Do tourists satisfied by the service given in hotel?	Yes	52	65
		No	28	35
		Total	80	100
3	Do you believe that tourist stay long time in Gurage zone?	Yes	55	69
		No	25	31
		Total	80	100

Source: Questionnaires, 2020

As the data stated in the above table, 64(80%) of the respondents indicates that tourism have a great role in the economic development of the zone. But 16(20%) of the respondents do not believe on the role tourism for economic development of the zone. It implies as many of the respondents indicated that, tourism have a great role in economic development of the zone.

Table 3 no 2 illustrated that, 52 (65%) of the respondents indicates that, they are satisfied by service given by hotels. but 28(35%) of the respondents indicates that, they are not satisfied by service given by hotels. From this data the researcher conclude that, the majority of tourists are satisfied by service provided by hotels.

Table 3 no 3 states that, 55(69%) of the respondents indicates that, they believe the tourists say long time in the zone. but 25 (31%) of the respondents indicates that,

they don't believe the tourists say long time in the zone. From this data the researcher conclude that, majority of them believe the tourists stay long time in the zone.

Table 4 the factors affecting tourism market in Gurage zone

N o	Item	Alternative	Frequency	Percentage
1	Is there any factor that affects tourism market in this zone	Yes	68	85
		No	12	15
		Total	80	100
2	If yes, what are the factors?	Political	15	19
		cultural	25	31
		Environmental	40	50
		Total	80	100
3	Does the socio-economic factor affects the tourism market?	yes	63	79
		No	17	21
		Total	80	100

Source: Questionnaires, 2020

As the data stated in the above table 4 item 1, 68(85%) of the respondents indicates that there are factors that affect tourism market. But 12(15%) of the respondents indicates that there are not factors that affect tourism market.as majority of the respondents indicates there are factors that affect tourism market.

Table 4 item 2 stated that, 15(19%), 25(31%) and 40(50%) percent of the respondents were political, cultural and environmental respectively. From this data

the researcher concludes that, environmental is the major factor.

Table 4 item 1, 63(79%) of the respondents indicates that socio-economic factors that affect tourism market. But 17(21%) of the respondents indicates that socio-economic factors do not affect tourism market. As majority of the respondents indicates socio-economic factors that affect tourism market.

Table 5 the role of concerned body in solving factors affecting tourism market

No	Item	Alternative	Frequency	Percentage
1	Do any concerned body develop strategies to reduce factors affecting the tourism market?	Yes	60	75
		No	20	25
		Total	80	100
2	Do concerned body give solution quickly and effectively?	Yes	63	79
		No	17	21
		Total	80	100

Source: Questionnaires, 2020

As the data stated in the above table, 60(75%) of the respondents indicates that the concerned body use different strategies to reduce the challenge of hotel investment. Some of the strategies are like provide of electric city, provide of water source by communicating with zone administration, But 20(25%) of the respondents indicates that the concerned body do not use any strategies to reduce the factors affecting tourism market.

According to the above data, 63(79%) of the respondents indicates that the concerned body quick and effective solution. But the remaining 17(21%) of the respondents indicates that the concerned body don't quick and effective solution. From the above data the researcher understands that majority of the respondents indicates that the concerned body quick and effective solution.

Table 6 the external factors affecting tourism market

No	Item	Alternative	Frequency	Percentage
1	Do you believe there are internal and external factors that affect tourism market	Yes	72	90
		No	8	10
		Total	80	100
2	If yes, what are these?	Politically	20	25
		culturally	24	30
		Socially	36	45
		Total	80	100
3	Do any concerned body solve directly factor affects the tourism market?	Yes	65	70
		No	24	30
		Total	80	100

Source: Questionnaires, 2020

As the data stated in the above table 6 item 1, 72(90%) of the respondents indicates that there are internal and external factors that affect tourism market. But 8(10%) of

the respondents indicates that there are not internal and external factors that affect tourism market .as majority of the respondents indicates there are internal and external factors that affect tourism market.

Table 6 item 2 stated that, 20(25%), 24(30%) and 36(45%) percent of the respondents were politically, culturally and socially respectively. From this data the researcher concludes that, socially is the major factor.

Table 6 item 3, 56(70%) of the respondents indicates that the concerned body directly solve the factors affecting tourism market. But 24(30%) of the respondents indicates that the concerned body directly solve the factors affecting tourism market.as majority of the respondents indicates that the concerned body directly solve the factors affecting tourism market.

Interview for Tourism Office

1. Are there any factors that affect tourism industry?

The tourism office head answers 'Yes'. Some of economic factors i.e.in poor countries like Ethiopia, there beggars on the street where tourists arrive. Absence of better transport, higher quality hotels,

2. What are the internal and external factors the development of tourism market?

2.1 Internal factors

Lack of infrastructure, absence of good service, conflict among citizens, lack of budget for promotion, and lack of capacity.

2.2 External factors

Terrorism, conflict, international media and poletical instability.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary

The main objective of the study was to assess factors affecting tourism destination market in Gurage zone. To conduct this study, the researcher was employee the descriptive research design. The targeted population of this research are those who can provide adequate information to about the study. In conducting this research the researcher was employee the simple random sampling technique in order to select the sample of the study. Among the advantages of simple random sampling each element in the population has equal chance of being selected as sample respondent. As a result the researcher selects 80 respondents as sample of the study. The researcher would use both qualitative and quantitative type of data, and also use primary and secondary source of data. The primary data would be gathered by preparing questionnaires (both open and close ended) and distributed to the foreign tourists and domestic visitors. The researcher would use the descriptive data analysis methods particularly the percentage, table and frequency. The findings are made based on the responses in the questionnaires filled by the participants of the study. According the major finding of this study, tourism has a great role in economic development of the zone and the rates of flow of tourists were increased from time to time. Finally the researcher forwarded some recommendation.

5.2. Conclusion

Based on the data analysis and interpretation of the previous chapter, the following

conclusions are made.

There is little difference in sex of tourists and most of the tourists were age group of 21-30 with good work experience.

Many of the respondents indicated that, tourism have a great role in economic development of the zone and the rate of flow of tourists were increased from time to time

It implies as many of the respondents indicated that, tourism have a great role in economic development of the zone

Among factors affecting tourism destination market, majority of the respondents indicates environmental is the major one

For factors affecting tourism destination market majority of the respondents indicates that the concerned body directly, quickly and effectively solve the factors affecting tourism market.

Presence of conflict among citizen, economy and infrastructure are also among internal factors

5.2.1 Recommendation

The researcher would like to make the following recommendation based on what has been concluded by data analysis and interpretation made in the previous chapter. Accordingly, the following recommendations are forwarded.

- The government and the tourism office should have more concern towards the reduction the challenges in tourism and in order to give solution over it.
- Infrastructures should be fulfilled.
- Conflict among citizen should be resolved.
- The hotels in the zone should be as standard.
- Promotion activities should be done well.

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APPENDIX I

Wolkite University

College of Business and Economics

Department of Marketing Management

This questionnaire prepared by the factors that affect tourism destination market in case of Gurage Zone. The information you provide have a great role on the accomplishment of this study and it will confidentially: I would like to say thanks for your cooperation.

Directions

No Need of writing your name

Put a thick mark (✓)on the box provided for the close-ended questions.

Give clear and brief answer for the open-ended questions.

Part I: Background information

1. Sex: Male Female

Age: blow 20 years 21-30 years 31- 40 years Above 41 years

2. Educational status:

Illiterate literate

3. Work Experience:

Below 1 year

2-4 years

5-7 years

Above 8 years

Part II: Main question

1. Is there good flow of tourist in Tiya archaeological site?

Yes No

2. If your answer for question number 1 "No", why?

3. How do you see the rate of tourist flow to Tiya archaeological site from time to time?

Increase constant Decrease

4. If your answer for question number 3 is Decrease, what is the reason?

5. Do you think the tourist have a great role on the economic development of the site?

Yes No

6. Does the tourists satisfied by the service they get in the site?

Yes No

7. If your answer for question number 6 is No, why?

8. Do you believe that the tourists stay in this site for long time?

Yes No

9. Does any factor affect tourism market in this site?

Yes No

10. If your answer for question number 9 is yes, what are the factors?

Politically cultural Environmental

If others specify? -----

11. Does the socio economic factors affect the tourism market?

Yes No

12. If your answer for question number 11 is yes, how?

13. Does any concerned bodies use different strategies to reduce factors that affect tourist satisfaction?

Yes No

If yes, what are the strategies?

If No, why?

14. Does the concerned bodies give solution for the factors quickly and effectively?

Yes No

If No why? -----

15. Do you believe that, there are external factors that affect foreign tourists satisfaction?

Yes No

16. If your answer for question number 16 is yes, what are the external factors?

17. Does any concerned bodies solve directly the factors that affect tourist industry?

Yes No

18. Do you think that, there are external and internal factors that affect the domestic tourism market industry?

Yes No

19. What is the cause of the factors that affect domestic tourism market industry?

Politically Economically socially

If others specify-----