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COLLEGE OF AGRICULTURE AND NATURAL RESOURCE
DEPARTMENT OF WILDLIFE AND ECOTOURISM MANAGEMENT
OPPORTUNITIES AND CHALLENGES OF TOURISM DEVELOPMENT IN MEKELLE
TOWN, NORTHERN ETHIOPIA

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Abstract

Mekelle City is found in the northern part of Ethiopia, in Tigray region, Enderta-awraja, at the distance of 780km of Addis Ababa city. The study was done to examine the challenges and opportunities of tourism development Mekelle town .The sampling technique and sample size for this study were selected by purposive sampling .The methods employed to obtain relevant information in this study were questionnaire, field observation, key informant interview and secondary sources of data. Before data collection took place, those primary tools were prepared and pilot tested for improving to get valid and reliable data. The result showed that the majority of the respondents agreed that the lack of adequate infrastructure, lack of documentation ,lack of local communities participation are many challenges of the town; and in the opposite side having good hospitality , good awareness, government attention, hotel and hospitality services expansion in the city were taken as opportunities to tourism development of Mekelle city. The study recommends that sustainable tourism development should be community oriented.

Key words : Stakeholders

Acronyms

CSA	Central Statistically Agency
MCT	Microsoft Certified Trainers
UNECA	United Nation economic commission for Africa
MOCT	Ministry of Cultural and Tourism

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1. Introduction

1.1 Background of the study

Tourism is one of the largest and most important industries in the world in terms of employment creation and generation of foreign revenue (UNECA, 2011). As one of the developing countries in Africa, Ethiopia and its tourism are becoming an important sector contributing a great deal towards the social, cultural, and economic development aspects of the country (MOCT, 2011). According to the MoCT report, Ethiopia has hosted a total of 478,890 foreign tourists during the first two quarters of the current budget year. Similarly, the country has also earned 1,792,964,160 US dollars from international tourists. This income surpasses the income registered at the same time by 404,842,160 US dollars (MOCT, 2011).

Tourism is important to the Ethiopia because of the amount of income it brings into countries and it promotes interconnectedness throughout the world. It provides peoples visiting the country or their choice with the service while they are in exchange for the visitors boosting the country economy. It creates jobs opportunities to the local community of the country that are being visited on sited. Tourists tend to have deposable that they spend in the country they are visiting. They also on the whole have more leisure time with which they use on numerous and shorter vacation throughout the year (Pforr, 2011).

Most of tourism development programmers in developing countries have been carried out without sufficient and careful giving attention on the resources. In this regards resources has negative and positive impacts on the tourism development. The positive impact is when there are sufficient resources there is probability of tourism development. On the other hand creating imbalanced development, loss of historical, natural and cultural resources leads to loss of profits that generated from tourism. This leads to the degradation of countries development of tourism (Gonzalez, 2012).

So that, the aim of this paper is needed to determine the challenges and opportunities of tourism development in Mekelle town northern part of Tigray. And as professional to give some recommendation for the mitigation measures of the challenges and for the increasing of the opportunities.

1.2 Statement of the problem

Mekelle is one of the big cities in Ethiopia that can have potential to serve different tourist activities and facilities. But major problems were existed in tourism development, like of lack of well management plan, well promoted tourism development, shortage of appropriate employee and lack of government activities in managing tourism development. Moreover, lack of participation of the local communities in the management of tourism development is major challenge of the sector. Those potentials tourism development and challenges are not specifically identified and promotional activities and measures are not taken. Due to this problem, the research topic has been given clear priority.

1.4. Significance of the study

The research can be used as important information for the cultural and tourism office of Mekelle for different tourism development plans. Moreover, it can be used as a springboard for the next researcher as secondary source of data.

1.5. Objectives of the study

1.5.1 General objective

General objective of the study was to identify the challenges and opportunities of tourism development in Mekelle city, Ethiopia.

1.5.1 Specific objective

- To determine the challenges of tourism development in Mekelle city
- To identify the opportunities of tourism development in Mekelle city

1.6. Research question

- ✓ What are the challenges of tourism development in Mekelle?
- ✓ What are the opportunities of tourism development in Mekelle?

1.7. Limitation of the study

Because of time, budget and transportation scarcity, the scope of the research was limited on identification of challenges and opportunities of tourism development, more specifically, in Mekelle city.

2. Literature review

2.1 Benefits of tourism development for local communities and economy

Benefits of tourism are a popular means for integrated conservation and development projects. It is one of the best options for the tactical response to the ongoing global challenge of sustainability (Timothy, 2007). The possible benefits of Tourism will be varied mainly from socio-cultural, environmental, and economic perspective. However, most of the literature explores the socio-cultural implications of Tourism because of its emphasis on local communities (Weaver and Lawton, 2007).

One of the goals of Tourism development is to create major employment opportunity for local communities in employing them in a variety of jobs ranging from cleaners, drivers and guides. Furthermore, the results indicated that casual laborers are occasionally hired when the need arises. Then, waged employment, whether it is permanent or casual can lift a household's living standard (Ashley, C, 2000); and (seble,t, 2010). The direct economic effects of Tourism are those that resulted from at tourism elated establishments directly like restaurants, community lodges and souvenir shops. The succeeding effect of tourism as a result of the direct economic effects can be called as indirect income. For instance, when the tourists spend money in a community lodge, the lodge will spend some of the money it receives on food and beverage supplies and other business services and so on. While the induced economic effects occur because of the direct and indirect levels of economic impacts, income will occur to the residents of the local economy and this will generate further level of economic activity through the multiplier effect. The economic benefit thus passes throughout the tourism system.

In regards to sourcing of local goods and services, Tourism has enabled the sourcing of goods and services from the local community. Small, Medium and Micro Enterprises as well as informal sector operators provide a number of shelter, food, drink and other services to the tourists. Furthermore, arts and crafts are obtained from destinations that developed in community based tourism. Source of locally available goods and services is very important for this community as opportunities are created for small scale, informal sector operators, who otherwise would not have access to the mainstream tourism industry, which is mostly foreign dominated (seble,t, 2010).

From an environmental perspective, tourism has been popular as a means of supporting biodiversity conservation. Tourism has been popular as a means of supporting biodiversity

conservation, particularly in developing countries (Kiss, 2004) .Tourism enhances social sustainability by empowering local communities to manage their own resources, provide meaningful employment, and assist with capacity building and cultural preservation. Environmental benefits include income generation for communities to actively protect their land from degradation and could enhance conservation efforts to attract tourists, especially with regard to eco-tourism initiatives (Asker, 2010).and also evaluated Tourism as community based and revealed it as a tool for biodiversity conservation because of its potential to produce revenues sustainable and create incentives for continued natural resource conservation.

2.2. Challenges of sustainable tourism development

Lack of professional man power: sustainable tourism development demands trained man power with respect to environmental issues, hospitality, and socio-cultural aspect and on issues related to planning and implementation. But the existing situation does not reflect this, particularly at the managerial level. The sector is suffering from lack of appropriate expertise which poses a major threat to sustaining the development of tourism. Developing human resources in the tourism industry faces unique challenges, because customer preferences, travel patterns, information technology and circumstances at destinations are altering rapidly (UNECA, 2011).

Environmental destruction and pollution: the development of sustainable tourism is highly affected by the quality of the resources. According to (sheldon, 2005) environmental issue and pollution is the main problem that is challenging destinations tourism activity in a number of ways. Deforestation of habitats for agriculture and other practices, improper utilization and pollution of water recourses and their aquatic plant and animals are some of those. This issue is directly related with the awareness level of local communities (sheldon, 2005).

Lack of infrastructure and services in destination: according to (Murphy, 1997) many destinations with various tourism potentials; it is felt that there is lack of infrastructure like accommodation, road, supportive facilities and services (such as well-trained guides,).

Awareness of local communities: many local communities did not understand the value of the biodiversity well and lack awareness on tourism and the benefit it offers. In addition, many local communities did not understand their resources very well, and that education is needed. Visitors should also be educated about the value of biodiversity and that natural resources belong to local peoples and should not be removed by visitors (souveniring, bio piracy, or removal of fossils, etc (UNECA, 2011).

Active community participation in the development of their tourism industry is central to Tourism and it is also seen as a development strategy that is based on community resources, needs and decisions (Tosun, 2000). Once tourism is developed, the community will then actively controls and manage their tourism industry, thus allowing for greater benefits to be retained within the community. However, when using tourism to achieve community development sounds like a wonderful concept in principle, but in practice it is troubled with challenges (Scheyvens, 2002) . The level of success is varying depending on many factors known as challenges of Tourism development and these challenges must be identified prior to undertaking the development of tourism operation (Gebeyaw, 2011). Then, this section of the literature review assessed the potential challenges that constrained the development and sustainability of Tourism initiatives.

(Scheyvens, 2002) also identified another challenge with using tourism as a strategy for community development that communities usually lack of resources, information and power in relation to other stakeholders in tourism process; hence they are vulnerable to exploitation. If finance is not available locally, there will be a loss of control to outside interests (Scheyvens, 2002) . Contrary to the goals of Tourism, which are recommendable and important to practice, (Timothy, 2007) stated that barriers to the implementation to Tourism can relate accessibility of information, socio-cultural traditions, gender and ethnicity, economic issues, lack of awareness and lack of cooperation/partnerships.

Business opportunities and improved local infrastructure. The tourism industry had also provided opportunities for local residents to be involved in entrepreneurial opportunities. However, if it is not well managed, greater social and environmental costs were major concerns as they were evidence of cultural deterioration and negative impacts on the environment (Kubsa, 2007).

2.5. Opportunities of sustainable tourism development

Most of the researchers who conducted their study in different parts of Ethiopia revealed the existence of abundant cultural, historical and natural tourism resources as an opportunity to tourism development in Ethiopia (Bramwell, 2013) . Proximity to Honey Pot areas and major highways Alemayehu (2011) in his study, mentioned the proximity of Awash National Park to Addis Ababa and to the paleo-anthropological and geological tourist destinations deep in the rift valley of the Afar region, as an advantage for tourism development in Awash Park. Furthermore, the proximity to the honey pot attractions, such as the historic route in northern Ethiopia which

includes Lalibela, BahirDar and Gondar, was also identified as a potential strategic opportunity for the access to the market (Ashley, C, 2000).

The development of any tourism is highly related with availability both natural and cultural resources. Possession of natural resources, in particular, unique resources, for tourism development can be influential in enhancing the competitiveness of destinations blessed with such resources. In this regard east Africa has great deal for development of sustainable tourism development (UNECA, 2011).

In connection with strong international recognition that sustainability gains, the other opportunity comes from the increase interest of destination managers to make tourism activity sustainable. Travelers' needs are changing and demand for sustainable and environmental friendly travel is greatly increasing. The number of travelers who visit the natural areas and interact with local community and who have interest for conservation and being responsible for their action shows highest increase. Tourists consider active protection of the environment, including support of local communities. The maximum economic benefit gained from the responsible tourists and the highest intention it gives for culture and the social welfare of the local community, makes it highly desirable form of tourism.

3. Research methodology

3.1. Description of the study area

3.1.1 Topography:

Mekelle formerly the capital of Endertaawraja in Tigray, is today the capital city of Tigray National Regional state Abera (2007). It is located around 780 kilometers north of the Ethiopian capital Addis Ababa, with an elevation of 2,254 meters above sea level. Administratively, Mekelle is considered a Special Zone, which is divided into seven sub-cities. Mekelle is the economic, cultural, and political hub of northern Ethiopia.

Mekelle has grown rapidly since 1991. In 1984 it had 61,583 inhabitants, in 1994, 96,938 (96.5% being Tigrinya-speakers), and in 2006 169,200 (i.e. 4% of the population of Tigray). Mekelle is 2.6 times larger than Adigrat, the second largest regional center, It is the fifth largest city in Ethiopia, after Addis Ababa, Dire Dawa, Adama, and Gondar. The largest proportion of the population of Mekelle depends on government employment, commerce and small-scale enterprises. Mekelle now has new engineering, cement and textile factories, producing for the local and foreign market. There is a rising university which developed out of the pre-1991 Arid Agricultural College, and about a dozen other governmental and private colleges Abera (2007).

3.1.2 Climate condition

The climate in this area is characterized by relatively high temperatures year-round and distinct wet and dry seasons. The Köppen type for this climate is tropical savanna climate as all months average above 18 °C or 64.4 °F; however it borders on a humid subtropical climate. In the area to the northeast of Mekelle, a more dry climate, the "warm semi-arid climate" is to be found.

3.1.3 Demographic condition

Based on the 2007 Census conducted by the Central Statistical Agency of Ethiopia (CSA), this town has a total population of 215,914 people (104,925 men and 110,989 women). The two largest ethnic groups reported in Semen Mi'irabawi were the Tigray (96.2%), and Amhara (2.26%); all other ethnic groups made up 1.54% of the population. Tigrinya is spoken as a first language by 95.55%, and Amharic by 3.18%; the remaining 1.27% spoke all other primary languages reported. 92.68% of the population said they were Orthodox Christians, and 6.03% were Muslim (Way back, 2007).

The 1994 national census reported the population of Mekelle as 96,938 people (45,729 men and 51,209 women). The two largest ethnic groups reported were the Tigrayan (96.5%), the Amhara

(1.59%), foreigners from Eritrea (0.99%); all other ethnic groups made up 0.98% of the population. Tigrinya was spoken as a first language by 96.26%, and 2.98% spoke Amharic; the remaining 0.76% spoke all other primary languages reported. 91.31% of the population practiced Ethiopian Orthodox Christianity, and 7.66% were Muslim. Concerning education, 51.75% of the population were considered literate, which is more than the Zone average of 15.71%; 91.11% of children aged 7–12 were in primary school; 17.73% of the children aged 13–14 were in junior secondary school; and 52.13% of the inhabitants aged 15–18 were in senior secondary school. Concerning sanitary conditions, about 88% of the urban houses had access to safe drinking water at the time of the census, and about 51% had toilet facilities (Way back, 2008).

3.2. Data Collection Methods and sampling procedure

The present study was conducted from February 2019 to May 2019. Quantitative and qualitative data were collected on challenges and opportunities of tourism development in Mekelle town. The data was collected using informant interview, questionnaire survey, and filed observation. The quantitative data was obtained by means of questionnaire survey whereas qualitative data was obtained by informant interview, and field observation. Field observation was made to collect evidence related to objectives of the study. Semi structured interviews was carried out with key informants. One to one interview was employed to get important details idea related to challenges and opportunities of tourism development. Semi structured questionnaire was prepared for the target respondents. It was developed to collect demographic, socioeconomic information and the main challenges and opportunities of tourism development in the study area. The sample size was determined by using the formula adapted from Yamane (1967) as follows.

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

Where, N = the total population

n = the required sample size

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

$$n = \frac{3750}{1 + 3750(0.1)^2} = 98$$

Accordingly, from the total population of three kebeles (3750), ninety eight respondents have been purposively selected based on their ability, awareness, adjacent to an area and knowledge contributes to the overall research objectives.

Table 1: Sample kebeles and sample size of the study

Sample Kebele Administration	Total household	Sample household
Kebele 19	1050	27
>> 16	1500	39
>> 14	1200	32

3.3 Data analysis method

The study was interpreted based on the survey questionnaire, interview and filed observation. The data was analyzed by using simple descriptive statistics such as mean and percentage and the data were presented on tables, charts, picture and percentage.

4. RESULT AND DISCUSSION

4.1 Result

4.1.1 Demographic characteristics of respondents

A Demographic characteristic of the respondent has been described in table 2. sixty six point three two percent of the respondents were male and the remaining 33.68 % (33) of the respondents were female. Further description based on the table ,the respondents replied tat found in the age between (20-30) were 33.68%(33) , in the age between (31-40) comprised 50%(49), in the age between (41-50) were 12%(12), and the respondent in the age >50 were found only 4.04%(4). From this table, the researcher understands that most of the respondents were adult's age between (31-40). Regarding to educational level 13.27%(13) of the respondents that replied were certificate, 22.45% (22) of the respondent were diploma , 43.88%(43) of the respondents were bachelor degree holder ,9.18%(9)and 11.22%(11) were master and illiterate, respectively. The researcher concludes that from this understand that most of the respondents were bachelor degree. As occupation states indicated on the table, thirty two poin three two percent of the respondent were employees of cultural tourism offices of Mekelle town, and 505 were from private tourism offices. The remaining 17.35% were cultural product seller.

Table: 2 Demographic characteristics of sampled population

	Section	Frequency	Percentage (%)
Sex	Male	65	66.32
	Female	33	33.68
	Total	98	100
Age	20-30	33	33.68
	31-40	49	50
	41-50	12	12.24
	>50	4	4.08
	Total	98	100
Education level	Certificate	13	13.27
	Diploma	22	22.45
	Bachelor Degree	43	43.88
	Master	9	9.18
	Illiterate	11	11.22
	Total	98	100
occupation	Mekelle town tourism office employees	32	32.65
	Private tourism sector	49	50
	Cultural product seller	17	17.35
	Total	98	98

(Source personal survey, 2019)

4.1.2 Level of awareness of respondent

The understanding and level of awareness of the respondents of this research in relation to sustainable tourism is indicated on table 3 as follows.

Table 3. Levels of awareness about sustainable tourism development

No	How is the level of your awareness about sustainable tourism development	Number of Respondent	%(percentage of the respondent)
1	Very good	33	33.67
2	Good	45	45.92
3	Fair	13	13.27
4	Poor	7	7.14
Total		98	100

(Source: Personal survey, 2019)

According to the interpreted level of awareness about sustainable tourism development based on data outcomes seen on table 3, which is categorized into 4 (four). From this total population, 33.67% (33) of the respondents had very good awareness about sustainable tourism development, 45.92% (45) had good awareness about sustainable tourism development, 13.27% (13) of the respondents replied as they had fair awareness about sustainable tourism development, and the remaining 7.14% (7) replied as they had poor awareness about sustainable tourism development.

4.1.3 Opportunities of tourism development in Mekelle city

Opportunities found in Mekelle town for sustainable development and community engagement are indicated in table 4.

Table 4. Factors supporting the development of sustainable tourism development (opportunities)

No	What are the factors supporting the development of sustainable tourism development	Number of Respondent			%(percentage of the respondent)		
		Yes	no	total	yes	No	total
1	Availability of Cultural and Natural resource	65	33	98	66.33	33.67	100
2	Hospitability of the people	98	-	98	100	-	100

3	Attention tourism gets from administration	50	50	98	50	50	100
4	Availability of infrastructure at tourist destination	50	50	98	50	50	100
5	Favorable investment policy of the town	33	65	98	33.3	66.7	100

(Source: Personal survey, 2019)

According to the above table 4 factors support for the tourism development of Mekelle town reported by the respondent were basically the hospitality of the local community 100 %(98), and the availability of cultural product 66.33(65)%, 50%(49) the others attention tourism gets from city mayor, availability of infrastructure, favorable investment policy were 50%(49) ,and also 33.3%(33) of respondent agree favorable investment policy of the town supports for the tourism development of Mekelle town.

4.1.4 Challenges of tourism development in Mekelle city

Challenges of tourism development in Mekelle town indicated on table 5.

According to the table 5 result, 100%(98) of the respondent agreed that lack of awareness and financial constraints are highly challenged to the tourism development of the town , 83.67%(82) of the respondent stated that lack of cooperation among stake holder ,insufficient investment incentives ,lack of promotion ,and lack of educated man power are the other challenges faced to the tourism development of the town ,and also 66.7%(65) of the respondent agreed lack of well management plan are viewed as the challenges of tourism development of the town. 83.3% of the respondent said lack of promotion, 83.3% of the respondent said absences of tourism profession in town, understand from the table result, respondent said lack of awareness and lack of financial constraint are the major covered the highest percent (100%). Therefore, it is conclude that lack of awareness and lack of financial constrain were reported as the major problems to develop tourism in the study area.

Table 4: Shows the challenges of tourism development in Mekelle town

Major Problems	Respondents			Percentage (%)		
	Yes	No	Total	Yes	No	Total
Lack of Cooperation among Stakeholders	82	16	98	83.67	16.33	100
Insufficient investment incentives	82	16	98	83.67	16.33	100

Financial constraints	98	-	98	100	-	100
Lack of awareness	98	-	98	100	-	100
Lack of well management plan	65	33	98	66.7	33.3	100
lack of promotion	82	16	98	83.67	16.33	100
Lack of educated man power	82	16	98	83.67	16.33	100

(Source: Personal survey, 2019)

4.2 Discussion

This study has tries to identify the main opportunities and challenges of sustainable tourism development in Mekelle city in Northern, Ethiopia. The finding of this study showed that financial constraint, and lack of awareness as basic challenges of the tourism development of the town. And other challenges like lack of cooperation of stake holder, lack of educated man power, lack of promotion, lack of well management plan are view in the challenges of tourism development of the town. The same result has been reported by (endalkachew ,2018) conducted in Amhara regional state.the other challenge finding were the insufficient investment incentives for tourism development in the town. Pretty(2015) reported that investment participation in tourism development is crucial. The result of this study is in line with the finding of (endalkachew 2018).

So that the finding of different challenges in the tourism development has potential impact on the tourism sector , on the economy of the country, and also has impact on the customer understanding (endalkacew, 2018).

In the case of opportunities having good availability of cultural and natural resource, good attention from administration , availability of investment policy , availability of Adequate infrastructure and good hospitality are view as the best opportunities of the town. according (forster, 2004) stated that the community in general and service providing staff in particular have an important role over the satisfaction level of the customers. Hospitality is a part of a product that tourists will experience when they are looking for rural life, farming technique and meeting the community.so, that understanding the opportunities and working hard on the facillitating the opportunities has posetive impact on the tourism development of the town.

5. CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The researcher concludes that in Mekelle city there are different challenges and opportunities to tourism development. But as the respondents says and the researcher views the challenges are dominate the opportunities, and these challenges have potential to hide different opportunities found in the town. But, if the city administration could work hard in collaboration with other stakeholders to alleviate those problems. The opportunities of tourism development found in the town have the power to flourish and enhance the sector rapidly. Tourism development is a team work that needs active participation of local communities with reasonable incentives packages. Hence, Mekelle town tourism and cultural office has to pay attention . because . this has been repeatedly by the respondents of the research.

5.2 Recommendations

Based on the finding of this research, te following recommendation are forwarded to the concerned bodies in order to improve tourism development in Mekelle city.

- City administration must work hard and effective in promotion of tourism development in the town.
- The Different tourism sectors shall working collaboration or working together.
- The government should facilitate the development of different tourism facilities.
- Tourism office of the city should have well and managed documents
- The city administrative should work on local community participation in different tourism plans.
- The privet sector should encourage the educated person in there organization.

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7. APPENDIX

7.1 Questionnaire

This questionnaire is prepared in English as the researcher put after this.

Dear participants I would like to thank you in advance for your participation in this study. The objective of the questionnaire is to assess the challenges and opportunities of sustainable tourism development in Mekelle town. I am conducting it as part of my degree program in Department of ecotourism and wildlife management. I want to assure you that, your response is confidential and used only for academic purpose. Therefore; I kindly request your cooperation & patience for responding each and every question by considering the importance of your valuable response to study.

Thank you again!

For local community

Please mark **v** within or fill words in the blank space

Part I personal information

Sex

Male

Female

Age

20-30

31-40

41-50 >50

Educational back ground

- ✓ Illiterate
- ✓ Basic education
- ✓ Primary education
- ✓ BSC degree
- ✓ Master

Occupation

- ✓ Private business
- ✓ Self employed
- ✓ Government employee agriculture

If other please specify _____

Part II Tourism related questions

1. How is the level of your awareness about sustainable tourism?

Very good Good Fair poor

2. Are you actively participating in the planning development and management of the tourism resources and products in your locality?

Yes no

3. If you say no, what are the reasons?

- ✓ Lack of awareness
- ✓ Government policy
- ✓ Lack of opportunity for it

If other please specify _____

4. Are you getting benefit from tourism activity of the Mekelle town?

Yes No

5. If your answer for the above question is yes in what way are you benefiting?

- ✓ Tour guiding
- ✓ Sales of souvenir products
- ✓ Employees of tourism business
- ✓ Sales of agricultural products
- ✓ Sale of local food and beverages

If other, please specify _____

6. Have you ever get any training or awareness creation program about the practice and principles of sustainable tourism development from concerned body?

- ✓ Yes
- ✓ No

7. If your answer is yes, what are those?

- ✓ Short and long term training
- ✓ Workshop and seminars
- ✓ Awareness creation campaign

If other please specify _____

8. Are you friendly/hospitable to tourists?

- Yes No

9. If your answer for question number 8 is No what do you think the reason is/are?

10. What do you think are the challenges of developing sustainable tourism in Mekelle town?

- ✓ In adequate tourism professionals
- ✓ Lack of awareness about sustainable tourism among stakeholders
- ✓ -Low quality of tourist service providers
- ✓ Lack of tourist related infrastructure
- ✓ Low participation of local communities in tourism activity of the town
- ✓ If other, please specify _____

11. What factors support the development of sustainable tourism development in Mekelle town?

- ✓ Availability of cultural and natural resources
- ✓ Hospitality of the people
- ✓ Attention tourism gets from the city mayor
- ✓ Availability of infrastructure at tourist destination
- ✓ Favorable investment policy of the town
- ✓ Strategic location of the town

If other, please specify-----

specify_____

12. What do you think is the role of local community in development of sustainable tourism development in Mekelle town?

13. What do you recommend to make the tourism activity of Mekelle town more sustainable?

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