

CHAPTER ONE

INTRODUCING SOCIOLOGY OF TOURISM

✓✓Dear students, what do you know about s sociology of tourism?

Please focus on concepts and historical development, institutionalization of tourism studies and issues.

1.1. MEANINGS AND CONCEPTS OF TOURISM

Tourism has developed as a **complex and multidisciplinary** phenomena which should be studied from a variety of social science perspectives, including sociology, psychology, anthropology, history, geography etc. Sociology of tourism is one of the sub-fields and specialization of sociology in tourism. “As an applied sociology, skills are required in the process of tourism planning.” This application of sociological approaches, theories and methods in the study of tourism mainly concentrates on the tourism activities, their social aspects and effects which is generally about *“The study of tourists’ roles, motivations and their social relations on one hand and structures and systems of tourism, economic, social and cultural impacts at the destination and on the host societies on the other”*.

The application of sociological approaches, theories and methods is needed in the process of tourism planning. Sociological study of tourism includes:

- Tourism activity
- Social aspect of tourism
- Effects of tourism
- Motivation and role of tourist
- Social, economic and cultural impact at destination and host country.

Hence, the aim of introducing sociology of tourism is to:

- introduce students to sociological understanding of tourism and travel
- allow students to engage in discussion of concepts and theories relating to the socio logy of tourism using examples from everyday experience of travel and tourism

- enable students to analyze the impact of tourism on the social, political, environmental and cultural aspects of communities

Therefore, to understand the meaning and subject matter of sociology of tourism, let us start from the definition of tourism and related concepts.

The Derivation of Definitions

Etymologically, the word *tour* is derived from the Latin ‘tornare’ and the Greek ‘tornos,’ meaning ‘a lathe or circle; the movement around a central point or axis.’ This meaning changed in modern English to represent **one’s turn.** The suffix *-ism* is defined as ‘**an action or process; typical behavior or quality**’ whereas the suffix *-ist* denotes **one that performs a given action.** When the word *tour* and the suffixes *-ism* and *-ist* are combined, they suggest the action of movement around a circle. One can argue that a **circle represents a starting point, which ultimately returns back to its beginning.**

1.1.1. Meaning & Nature of Tourism

For having clear understanding about tourism, it is necessary to differentiate between what is meant by leisure, recreation & tourism.

A. Leisure

It is most often regarded as the *measure of time*; the time remaining after work, sleep & essential house hold or personal chores have been completed. It is the time available for doing as one chooses or ‘*discretionary time*’. *It is the time that people use to do the things they want to do rather than the things they have to do.* For most People, leisure time includes evenings, weekends and vacations. People need leisure time in order to add pleasure to their lives and to refresh their minds and bodies.

Leisure can be thought of as a combined measure of time and attitude of mind to create periods of time when other obligations are at a minimum.

Growth of leisure: The increase in the amount of leisure time available is due to a number of factors:-

- Working hours have been reduced.

- Now, there is provision of holiday with pay.
- Life expectancy has increased.
- Technological developments like machines, computers, telephone internet and automobiles are widely used.

B. Recreation

It is the wide variety of activity undertaken during leisure time. These activities may be *participatory* (like playing sports, sightseeing, hobbies & pastime) and *non-participatory* (like watching sports, listening to radio, watching TV, home entertainment and public entertainment)

C. Tourism

There is no one universally accepted definition of tourism because of its **multidimensional aspect** and its **wide interactions** with other activities. Thus, no universal definition has yet been adopted. Different scholars' defines tourism in different ways. Some of them are presented as follows.

Webster's New University Dictionary defines tourism as *'traveling for pleasure; the business of providing tours and services for tourists,' and a tourist as 'one who travels for pleasure.'*

These terms are inadequate synonyms for travel, and their use as such adds further confusion when the field of travel is variously referred to as the **travel industry, the tourism industry, the hospitality industry, and most recently, the visitor industry.**

Herman V. Scholar, an Austrian Economist, in the year 1910 gave one of the earliest definitions of tourism. He defined it as "the sum total of the operators mainly of an economic nature, which directly relates to the entry, stay and movement of foreigners inside and outside a certain country, city or region.

Hunziker and Krampf (1942) - "Tourism is the totality of the relationship and phenomena arising from the travel and stay of strangers provided the stay does not imply the establishment of a permanent residence and is not connected with a remunerated activity".

The Tourism society in Britain (1976) defined tourism as follows: "Tourism is the temporary short term movement of people to destinations outside the places where they normally live and work and their activities during the stay at these destinations".

Mathieson & Wall in 1982 defined tourism as: “Tourism is the temporary movement to destinations outside the normal home and work place, the activities undertaken during the stay and the facilities created to cater to the needs of the tourist”.

Jafari(1997)-“Tourism is the study of man away from his usual habitat, of the industry which responds to his need and of the impacts that both he and the industry have on the host socio-cultural, economic and physical environment”.

Tourism Resources Review Commission’s guidelines (1973), distances of 50 miles or more realistic criteria. On the other hand, the Canadian government specifies that a tourist is one who travels at least 25 miles outside his community. Therefore, there is no uniform measurement for the definition of tourism in different countries.

League of Nations in 1937 defined ‘tourist’ in the following way:

- “A Tourist is any person visiting a country other than in which he usually resides for a period of at least 24 hours.” “Temporary visitor staying at least 24 hours in the country visited and the purpose of his /her journey can be classified under one of the following headings:
 - Leisure (recreation, health, study, religion , and sports)
 - Business, family, mission, and meeting.

More widely and many writers can accept it that the World Trade organization /**WTO** /and United Nations /**UN**/ in 1993 defined as: “Tourism is the activity of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, or any other purpose”.

From the above definitions, one may deduce the following distinct elements of tourism;

1. Involvement of travel by non-residents
2. Stay of temporary nature in the area visited, and
3. Stay not connected with any remunerated activity or an activity involving earnings.

Sociology concerned on the investigation of society like social problems, social organization, social institution and social stratification. Therefore, sociology of tourism will combine the two

disciplines (sociology and tourism) and analyses the contribution of tourism regarding to the structural behavior of the society.

There are four outlooks of tourism

1. **The tourist:** seeks different psychic and physical experiences and satisfactions. This largely determines the destinations chosen and the activities enjoyed.
2. **The business providing tourist goods and services.**
3. **The government of the host community/area/:** perspectives of the government as a wealth factor in the economy. E.g. tax
4. **The host community:** the perspective of tourism by locals as cultural and employment factor. E.g. The effect of interaction between tourists and locals. This effect might be beneficial, harmful or both.

According to the above four perspectives **tourism** may be defined as *“the sum of the phenomenon and relationships arising from the interaction of tourists business suppliers host governments and host communities in the process of attracting and hosting these tourists and other visitors.”*(McIntosh et al - 1995)-“

Tourism: is regarded as an *extreme form of recreation*, involving longer time periods, traveling long distances and often staying overnights. Tourism, as distinct from other forms of leisure pursuits, requires *blocks of time* in order to make the journey & stay worthwhile. Tourism also calls for more *money* than most other forms of recreation because of the cost of travel, accommodation, meals & souvenirs.

Tourism and travel are not synonyms. **Tourism** represents *a particular use of leisure time and a particular form of recreation*, but it includes neither all use of leisure time nor all forms of recreation. It includes much travel but not all travel. Putting it differently, all tourism involves travel but all travel is not tourism. All tourism occurs during leisure time but all leisure is not given to tourist pursuits. Tourism is one of a range of choices or styles of recreation expressed either through travel or a temporary short term change of residence. **Tourism** on its modern scale is a relatively new use of leisure.

Definition of Traveler, Visitor (Tourist and Excursionist)

Travel: the action and activities of people taking trips to place/places outside of their home communities for any purpose. -Is a broad term which refers to the movement of people from one point to another.

Traveler - any person on a trip between two or more countries or between two or more localities within his/ her countries.

Visitor- a person who travels to a country outside to his usual residence for a period not exceeding 12 months and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited. Based on the time it had taken visitors are classified in to two:

A. Same day visitors (excursionists/special tourists/day trippers) - They are temporary visitors staying less than 24 hours in the place visited.

B .Tourist- They are temporary visitors staying at least 24 hours in the place visited and not exceeding one year.

1.1.2. Forms /types of Tourism

Forms of Tourism

Basically, there are three forms of tourism. In relation to a given country (say Ethiopia), the following forms of tourism can be distinguished: (According to UN).

- 1. Domestic tourism:** It involves residents of Ethiopia traveling only within their country.
E.g. From Gondar to Bahir Dar, or from Addis Ababa to Axum.
- 2. Inbound tourism:** It involves non residents (e.g. Kenyans, Americans, Europeans, Asians) traveling in Ethiopia
- 3. Outbound tourism:** It involves Ethiopians (residents) traveling in another country.
E.g. Ethiopians travelling to Japan

These three forms of tourism are combined in many ways and derive the **categories of tourism**. The three principal categories of tourism are:

- 1. International tourism:** It consists of inbound tourism and outbound tourism in Ethiopia.
- 2. National tourism:** it consists of domestic tourism and outbound tourism in Ethiopia.

3. **Internal tourism:** It comprises of domestic and inbound tourism in Ethiopia.

Types of Tourism based on purpose

Tourism attractions determine different types of tourism. On the basis of the *purpose*, tourism is classified:

- ❖ **Pleasure Tourism:** This is concerned with leisure and rest and to recover physical and mental stamina and to re-energize. It includes holiday for change, to take rest, to witness folk dance, songs or to test different cuisines. Pleasure is when you derive happiness or joy after doing something.
- ❖ **Cultural Tourism:** This is concerned with learning habits, language and customs of the people in the foreign lands, visiting places rich in historical monuments, ancient civilization or paying visit to art galleries, museums or to participate in music, art, dance and festivals.
- ❖ **Sports Tourism:** These are two types (1).visiting places to witness sports like Olympics or world cup foot ball or winter sports, mountain climbing, hunting, fishing etc. (2) Participating in such kinds of sports.
- ❖ **Conference Tourism:** traveling to participate in trade fair, conference, meetings and exhibitions.
- ❖ **Business Tourism:** All tours undertaken by business men, industrialist or professionals to a place of their interest for selling, buying or taking orders, etc, of products related to business.
- ❖ **Social Tourism:** It is practiced by masses and rendered possibly by the help of third party or governments or association by means of holiday with pay and other measures.

- ❖ **Mass Tourism:** refers large numbers of people in a short space of time to places of leisure interest, so that greater numbers of people could begin to enjoy the benefits of leisure time.
- ❖ **Ethnic Tourism:** signifies the tourists' interests in the customs of the indigenous and exotic peoples. It involves intimate contacts with the "authentic"-traditional or original-indigenous culture. The tourists visits the homes of the local people, observes and participates in their festivals, dances, rituals and other forms of cultural expressions. Tourists' direct contact with the local people (first- hand experience with the way of life and cultural artifacts) is very vital which differentiates it from that of cultural tourism.

- ❖ **Special interest Tourism:** this type of tourism is an optional activity because it is related to professionals who have the same skill and work.
- ❖ **Religious Tourism:** it is for the purpose of religion. It is also called pilgrimage tourism. E.g. going to Jerusalem, Mecca.
- ❖ **Heritage tourism:** means "traveling to experience the places, artifacts and activities that authentically represent the stories and people of the past". It can include cultural, **historic** and natural resources". (e.g. the visiting of monuments or sites)

Nature of Tourism

It is clear from the above definitions that conceptually tourism is a composite phenomenon involving dynamic elements, like the movement to various places and static ones like their stay in those places. Tourism is generally considered as an **industry, an activity, an experience, an art, a science, a dream machine, a system, etc.**

Thus tourism embraces the incidence of a mobile population of travelers, who are strange to the place they visit and are a distinct element from the resident and working population. Most importantly, tourism implies the temporary movement of people with an intention to return a few days, weeks or months. As such, **tourism is distinct from migration**, which involves the long term movement of people. Thus, tourism is essentially a pleasure activity in which money earned in the place of normal residence is spent in the place visited. It is the young area of study at most 50 years old- without the antecedents of a nature subject. International organizations support tourism for its contribution to the world peace, the benefit of mixing the peoples and cultures, the economic advantages which can ensure and the fact that tourism is a relatively 'clean' industry. for more clarification about the benefit and costs of tourism we will look it in chapter three of this course. Now let we see the historical developments of tourism.

1.2. HISTORICAL DEVELOPMENT OF TOURISM

1.2.1. History of travel and tourism

The origins of tourism can be traced back to pre-Egyptian times, when there was a limited amount of travel associated with festivals and celebrations of religious or spiritual nature. Travel in Egyptian times tended to be for the purpose of trade or associated with religious activities. Over time the opportunities for travel have increased changing its picture from one individual travel to mass tourism.

1.2.1.1. Travel in ancient times

Travel in Prehistoric Period

Early humans led hard lives so as to find food, water and shelter and in order to do this; one has constantly to be on the move. People traveled all the time- did not have a fixed place to stay, since they were hunters and gatherers, in search of food. Their first *foot trails* later became roads. Movement across the land was a dangerous adventure, which requires caution and skill. Although traveling was rigorous and often unsafe, it did not prevent man all over the world. Today humans occupy all types of land. The only other mammals that have been able to do the same are mice, bats and rats.

Travel in Neolithic Times

Primitive people started to settle in more permanent areas and formed agricultural communities. People developed ways to *store food*, to be consumed at a later date, and migration was no longer necessary. In this period several innovations were made which changed the nature of travel. During this time *sailing ships* were built in ancient Egypt and *animals* (e.g. donkeys, camels) *were domesticated and trained to carry supplies*. and later, the *invention of the wheel*, by the Sumerians around 3,500 BC. was also an important landmark which made movement of people to distant lands possible and reduced the burdens of travels.

Most early travel in this period was associated with trade and exchange of goods. Communities were able to maintain reliable sources of food and water and this security made the exchange of surplus food, artifacts, tools and weapons amongst neighboring cultures an interesting option.

This was also the period that means of payments were developed, like jewelry, knives and eventually coins. One traveled mostly for reasons of trade, but also travel for religious and spiritual purposes came to see the light. While earlier hunters and gatherers traveled to survive, the people of primitive agricultural communities were able to attend spiritual events and festivals. Members of the community traveled to shrines, burial grounds and sacred locations.

Travel during the Ancient Civilizations

The civilizations of great powers, long duration and extensive territories were known for their sophisticated levels of *commerce*. And as commerce grew, more people become rich and travel for pleasure become possible for certain groups of people. The societies of Greece, Egypt and Rome were very powerful and openly encourage travel for pleasure. Travel even contributed to the success of each of these great empires.

The *oceans and seas* provided major routes of travel- there was a great deal of travelling on the Mediterranean Sea for example, but also in the Far East, amongst countries like Japan and China. Also the *development of roads* made it possible for armies to be transferred, for goods to be exchanged and messages to be sent over vast distances.

While military and commercial goals were the main reason for travel, the rich and powerful people of ancient civilizations also started to travel for pleasure. They had the time to do this, and they were interested in having a good time and discovering beautiful places. Many people also travelled to religious centers up and down the Nile and early Christians travelled to the holy city of Jerusalem. Cultural events like the Olympic Games in Greece become big attractions in their own right.

Another illustration of the pleasure- seeking Romans was the famous circus games in the coliseum in the capital city of Rome. These blood- thirsty, sensational events were accessible for rich and poor alike. From all over the empire, visitors come to see these games and even the wild animals (lions, elephants, ostriches) and slaves, gladiators and prisoners who were made to perform and fight each other in the cruel games were transported from far away territories.

The following includes the **7 wonders** of ancient world:

- The great pyramid of Egypt-Egypt
- The hanging gardens of Babylon-Babylon(present Iraq)
- The tomb of mausolus at Halicarnassus-present turkey
- The statue of zues -Greece

- The colossus of Rhodes-Greece
- The great light house-Egypt
- The temple of Artemis (temple of Diana)-present turkey

From the wonders of the ancient world, the great pyramid of Egypt is the sole remaining wonder.

1.2.1.2. Travel in the medieval times

The *fall of Roman Empire* around **400-500 A.D.** caused travel - for either trade or pleasure purposes- to be almost diminished. In middle ages – *the dark ages*- travel was downright dangerous. The safety, comforts and services needed for travel were no longer there. There were banditry on roads, wars were going on and there were going on and there were no accommodation facilities for regular travellers. Only limited travel for trade and military reasons remained. The common person spent most of his time working the land in the service of feudal land owners.

The *Roman Catholic Church* becomes an important and powerful force in Europe during the middle ages. The church provided safety and comfort for people in a dangerous world at war and Catholicism gradually replaced the pagan religions and rituals that still existed. There were still ‘holy days’, but were very formal and serious. A person’s time was to be spent in a serious manner, in religious **reminiscence** of heavenly reward and not in worldly pleasure. The only major travel activities of this period were the crusades and pilgrimages.

The crusades consisted of a number of military expeditions between 1095 and 1291, during which the Christian church attempted to *regain land* from the Muslim. Military speaking, the crusades were not so successful, but it did give large numbers of people: young and old, wealthy and poor, a **chance to travel and experience life beyond the walls of their own town or city.**

Pilgrimage-voyages were made for a variety of reasons. Some individuals travelled to religious places for the forgiveness of their sins, others wished to receive a divine cure for their health problems. Religion was the main purpose, but adventure, learning and entertainment were also very much enjoyed. Travel mostly took place on foot or on horseback. People usually travelled in groups, to be faster against thieves and muggers, and also for comfort and enjoyment.

Eventually, the religious nature of travel becomes less important and people become more interested in education, the arts and other cultures. Marco Polo made his explorations Asia and his book was the west's main source of information about life in the orient. After Marco Polo, other explorers were inspired to discover more of the world, like Christopher Columbus, who travelled to the west and 'found' America.

Travel in the Renaissance

The Renaissance was *a time of enlightenment, change and exploration, which lasted from the 14th to the 17th century*. One had great admiration for the way the ancient civilizations had efficiently organized their societies in the past. *The grand Tour* of Europe was one of the manifestations of Upper class travel during this period and can be considered as the beginning of modern tourism.

At first the grand Tour was mainly an individual *educational experience* for the sons of the English aristocracy- it started in *England* and had the major cultural cities of *Italy* as its ultimate destination. **Culture, health, pleasure, career development and art were the main motivations for travelling.** In the early days, the British crown highly valued the Grand Tour and often even paid for part of it, especially when it concerned future diplomats. The tour could last as long as 3-4 years; for example: the young traveler could spend a whole year studying a new language or particular type of literature.

To *observe and appreciate natural scenery*-mountains, forests, the oceans- for the first time become an important travel motivation in the late *1700s*.

These years of admiring the beauty and splendor of nature, mainly encouraged and communicated by writers, artists and philosophers, become known as the Romantic Period. In the past, nature had mainly been experienced as dangerous: for example, to cross the Alps mountain range was a difficult and fearful undertaking one did not look forward to very much.

By *1800*, the Grand Tour had changed considerably: it was no longer exclusively made by members of the upper class, but also by the middle classes. The lasted approximately 4 months and pleasure reasons gradually become more important than the educational motives.

Cities along the tour were becoming known for their excellent hotels and services, there were taverns and inns, offering food and drinks in the rural areas, and there were many servants and porters available for hire, to assist the 'tourists'.

Transportation was still not easy. One travelled on foot, horseback, by coach or by boat. Poor roads and crossing mountains demanded a lot from the traveler and villains and thieves posed a constant threat. The steam boat and rail roads were still to be invented.

Travel in the Industrial Age

During the industrial age, many countries *shifted from being a rural agricultural society to becoming an urban industrial society*. The structure of employment and affluence also changed and eventually, more and more people were able to travel for health- and pleasure purposes. In Europe and United states, initially the wealthy travelled to spas, to experience the curative effects of hot mineral springs. Over time, spas expanded their facilities and become less exclusive and more accessible to the common traveler. And health reasons gradually become less important: most people come to entertain themselves and to meet new people.

The most important travel developments during the industrial age were no doubt in the *area of transportation*.

The *expansion of the coach system* was, besides developing the postal service, also very much a response to the demands of tourism and business travel. By 1770, nearly all cities in England were connected by coach service, *roads* had been fairly well developed and there were many inns, where travellers could eat and rest.

More pleasurable than travelling by coach was to travel by water. *Transportation via the oceans and seas by ship*-first sailing ships, later steamships-become well developed in terms of technology, safety, speed and convenience.

Several European countries were developing trade routes and colonizing land and many people migrated to new continents in this period: to Africa, North and South America and Asia. Ship travel was a necessity to the expanding European powers, which needed to be in touch with their colonies.

Also during this period, *the development of the steam engine* made **rail roads** the symbol of mass travel by land. In a relative short period of time, many cities in Europe and the United states were connected by rail and trains become a quick and comfortable means of travel. Many middle- class citizens in Europe flocked to the sea side resorts by train and as a result of this, hotels, restaurants, shops and other tourist attractions settled themselves.

The industrial revolution brought about major changes in the scale and type of tourism development. The increase in productivity, regular employment, and growing urbanization gave more people the motivation and opportunity to go on holiday.

1.2.1.3. *Travel in modern times*

A series of important technological, political and social events during the first 50 years of the 20th century finally made tourism a major worldwide business. During the two world wars, travel was understandably limited, but the desire to travel did seem to increase. Following each of the two wars, people were anxious to travel. First, mainly by ship and train, later also by automobile and airplane. Both become reliable means of travel for large groups of people.

The automobile revolutionized travel and tourism across the world. As early as 1903, an automobile crossed the United States in 52 days and it becomes a landmark reflecting freedom of choice for the individual traveler. Distance was no longer a huge obstacle for travellers. More automobile use after the world wars generated the need for more and better roads and accommodations. Local and national, governments began to expand and improve the quality of road systems. Holiday camps came to see the light, providing reasonably priced accommodation and entertainment. These camps were the forerunners of the motels and all inclusive resorts.

Airplanes were at first mainly used during the wars and for limited business travel. Especially in the United States, air travel becomes a serious means of travel for both citizens and the military. In only a few decades, the aircraft industry developed very extensively and many types of airplanes were developed- amongst which the modern 'jet'- and airline- companies started their businesses.

Air travel blossomed after the Second World War. Planes become more comfortable and were fitted with tables, chairs, sleeping berths and food service.

In the 20th century, partly due to the further development of democracy and civil rights for all, companies and industries granted holidays for their employees. More free time became available for the masses to travel, relax and be away from work. Throughout the history of Tourism, it has been the case that the rich were first able to travel, the middle class second and the working class last. *The public* only began to travel when *paid vacations and holidays* became available for all classes of workers. In late 1800s, a laborer could work as many as 70 hours per week. The 40-hour work week was not established until 1938.

Mass tourism was generated by another event; *the boom of prosperity* following World War II. In the 70s and 80s, tourism grew like never before and it has become an incredibly big business for many countries.

It is also a *vulnerable business* however; the oil crisis of the late 70s has affected the volume of tourism greatly and also economic recessions of later date and acts of terrorism have an immediate effect on tourism and the many economic areas it involves. This is why in many countries; the government is actively involved in the development and promotion of tourism and tourism policies.

As we can see, the history of tourism was formed by a series of social, economic and political developments, which have moved the industry forward over time. But, we have also looked at people's motivations for travelling and we have seen that facilities and attractions need to be available in order to make tourism possible.

Generally, in the past transportation was far more primitive than today and travelling was difficult, far from being a pleasure, travel involved great hardship and risk. Although the development of modern transportation methods has made traveling safer, easier and more comfortable, the element of stress has not been entirely eliminated.

Summary

Era	Motivation factors	Ability	mobility
Pre-industrial	Exploration, business, pilgrimage, education, health	Few travelers (wealthy and influential)	Slow and treacherous
Industrial	Positive impact of education, escape from city colonial empires	Higher, income more leisure time and organized tour	Lower transportation cost and reliable public transportation

present society	Positive impact of visual communication and escape from work routine	Shorter works more discretionary, more income mass marketing and package tours	Growth of personal transportation, faster and more efficient transportation.
Future	Vacations a right and necessity combined with business and learning	Self catering, smaller families, two wage earners per house hold	Alternative fuels, more efficient transportation, greater use of public transportation and package deals.

Table 1.1 factors in the evolution of tourism

According to Cohen, five major historical events and social trends impacted to the development of tourism. These are:

1. *The paradigm shift in political dimension in the Soviet Union and East Europe*

The socialist political ideology in Soviet Union collapsed around 1991. The Soviet Union disintegrated into fifteen independent countries. In addition, countries like China and Vietnam were transformed into post communist societies. i.e free market system. These two changes brought liberation of economy, i.e opportunity for the culture and social life of the people in the region to attract inbound tourism especially from the West.

2. *The economic growth and the rising of middle class societies in non western countries*

The economic growth achieved in non western countries, especially in China, India, South Korea, Hong Kong and Singapore in Asian countries and Brazil in Latin American countries has created middle class societies who started to experience travel and tourism at regional and international levels.

3. *The Asian and global financial crisis created personal financial insecurity and reduced spending power*

The Asian financial crisis in 1997 and the global economic crisis in 2007-2008 and 2010-2012 has created global economic instability and highly affected personal financial security and reduced spending power of the middle class of western countries. These repeated economic crises have reduced pace of international tourism growth.

4. *Terrorist attacks and the growing of insecurity attached to tourism and travel*

Eg. The September 1, 2001 terrorist attack on the USA. Wars on Iraq and Afghanistan repeated attacks on tourist facilities. These increased sense of risk in travel and tourism. These security procedures at the gates and entries of tourist destinations create discomfort, freedom and ease in travel.

5. *Natural disasters destroy the tourist destinations and the breakdown of institutional structures*

Repeated natural disasters such as Hurricane in USA and Japan and tsunami in India have all ends up destroying tourist destinations. Created fear among tourists who plan to go to these areas. The current issue of Ebola incidence other disease are worth being mentioned here as a social event which directly affects the international tourism sector.

1.2.2. Reasons for the rapid development of tourism in the twenty-first century

There are different factors which contribute to the **development of tourism**. Some of the reasons which leads to this rapid development are:

- Increase in income
- Increase in leisure time
- advance in the transportation industry
- Enormous growth in international business
- Improved use of package tours
- Similar climatic and weather conditions in abroad destinations
- Travel as a status of symbol
- Proliferation in MICE (meetings, incentives, conventions and exhibitions) tourism
- Better education has interested large section of the public in tourism
- Increase in ideological pressure groups(cultural, political, scientific, religious e.t.c)
- Increased use of automation in the travel industry. e.g. CRS
- Improved political influence
- Ease access to the international tourism market
- Market prominence and stronger branding of destinations
- Growth of government involvement
- Increase in all inclusive holidays
- Globalization and international participation e.t.c

CHAPTER TWO

PERSPECTIVES ON TOURISM

Brainstorm

Dear student what do you think about the perspective of tourism?

Please focus on *the geographical, behavioral, cultural and sociological perspectives of tourism.*

2.1. Basic approaches to the study of Tourism

Tourism commonly is approached through a variety of methods. However, there is little or no agreement on how the study of tourism should be undertaken. The following are several methods that have been used. *This chapter introduces the different perspectives which describes about the factors, processes, challenges and consequences of tourism. Among them the following are mentioned here below.*

- *Geographical,*
- *Behavioral perspectives*
- *Cultural and Sociological perspectives on tourism.*
- *Institutional Approach*
- *Product Approach*
- *Managerial Approach*
- *interdisciplinary approach*

2.1.1. Geographical Approach

IT is a wide-ranging discipline, so it is natural that geographers should be interested in tourism and its spatial aspects. The geographer specializes in the study of location, environment, climate, landscape, and economic aspects. Geography has a symbiotic and existential relationship with tourism since latter is a spatial process. As a matter of fact; tourism geography has evolved as a research domain focusing on the dispersion of tourism on the space, impacts of tourism on related areas, selection and justification of tourism destinations and development areas, rules of land use and planning in tourism zones, and protection of tourism areas. Hence, tourism needs a physical geography for production and service phases requiring a deep knowledge on geographies included in the process. **For tourism industry, geography is not only the frame work or condition (the scene) under which it operates, but**

also an abundant source of input for several tourism products. For instance; **lakes, mountains, snow, sea, climate** are some of the elements in **physical geography** which are topics of study in geography, but these same elements are frequently exploited by tourism industry as natural attractions to visit or as a component of other tourism products or mixed nature (culture and nature...).

Geography; typically known for researches on spatial dispersions, climate, physical and human characteristics of a given area is closely related with tourism science since tourism activity occurs within the geographical limits. It has a limitative and determinative role in touristic movements and their organization such as; 24 hour time zones, dispersion of heat (temperature) on earth, quality and types of precipitation, topography and land shapes, characteristics of winds and their variations on the globe and likewise, which determine the routes of planes, contents and timing of package tours, location of hotels and airports. In addition to these factors, geography shapes the tourist preferences and tourism demand. Human-beings seek and try to see things they do not have in their geography, and for this reason they try to visit different geographies. Consequently, geographical characteristics may become main attractions for tourists by themselves.

The geographer's approach to tourism sheds light on the location of tourist areas, the movements of people created by tourism locales, the changes that tourism brings to the landscape in the form of tourism facilities, dispersion of tourism development, physical planning, and economic, social, and cultural problems. Because tourism touches geography at so many points, geographers have investigated the area more thoroughly than have scholars in many other disciplines. Because the geographers' approach is so encompassing—dealing with land use, economic aspects, demographic impacts, and cultural problems—a study of their contributions is highly recommended. **Recreational geography** is a common course title used by geographers studying this specialty. Because tourism, leisure, and recreation are so closely related, it is necessary to search for literature under all these titles to discover the contributions of various fields. Geographers were instrumental in starting both the *Journal of Leisure Research* and *Leisure Sciences*. Another journal, *Tourism Geographies*, was launched in February 1999 with the aim of providing a forum for the presentation and discussion of geographic perspectives on tourism and tourism related areas of recreation and leisure studies.

2.1.2. Behavioral perspectives of tourism

- Culture is obviously critical and seeing the general in the particular is usually limited to extrapolations within one culture or at least between very similar cultures. Thus there exist different levels of generality. Some forms of behavior might be characteristic of humans as a species. More commonly, behavior is influenced by culture, and generalization is only possible within the bounds of a given cultural context.
- Notwithstanding the attractiveness of studying “spatial behavior,” a third binary distinction needs to be made in order to give full understanding of the range of behavioral approaches that are available within studies of “spatial behavior.” This distinction is between approaches that focus on behavior in the aggregate and approaches that focus on the behavior of individual tourists. With studies of behavior in the aggregate, the goal is to identify regularities in overall patterns. Thus, it is recognized that not all people will behave in an identical manner but it is felt that individual differences in behavior can be thought of as more or less random variations around an average form of behavior. There is in fact a whole family of “spatial interaction models” that describe such average behavior, perhaps best exemplified by so-called gravity models which describe how the amount of interaction between two places increases with the size of the places but decreases the further apart the places are.
- The underlying principle in the study of aggregate behavior is that there are behavioral characteristics that are observable irrespective of the individuals under study. Advocates of this approach argue that spatial behavior is so complex as to be extremely difficult to study at the individual level. According to this view, studies of individual behavior are inefficient and time-consuming because what is important can be seen in aggregate patterns. This is a contentious view. Critics of this approach take a different line. According to them, studies of aggregate behavior have little predictive power because no causal links are established between the environment and human actions. Therefore, it is unclear whether a change in contextual conditions would lead to a change in behavioral outcomes. For example, a new facility, or a different advertising strategy for an existing facility, might well produce a

different pattern of aggregate behavior. Moreover, the approach ignores things like cognition and values which are undoubtedly important in human affairs but which cannot be measured at an aggregate scale. To give a specific example, the level of patronage of a tourist attraction might reflect almost subconscious cultural bonds such as the iconic status of national landmarks like Buckingham Palace and the White House.

- According to many researchers, what seems to be needed in order to remedy these shortcomings in aggregate-scale study is an approach which is focused on the individual and which recognizes that individuals have a modicum of free will and a degree of latitude in interpreting and ascribing meaning to the environment. In other words, researchers need to recognize that humans are reflexive actors who reflect upon, and think about, their behavior. At the same time, the approach should take stock of the fact that much human behavior is constrained and that behavioral outcomes are the product of both reflexive human agency and the structures within which humans operate. Studies of spatial behavior at the individual level attempt to do just this. Primacy is afforded to decision-making units (usually individuals but sometimes larger units such as families) and consideration is given to acted-out or measurable behavior as well as to what goes on in the mind of the individual, all within the context of constraints of one sort or another.
- These approaches are sometimes **known as micro-scale behavioral approaches** or, more commonly, **actor-oriented approaches**. In essence, micro-scale behavioral approaches have their origins in models of micro-economic behavior which assume that individuals are rational economic actors. Such an approach is normative in intent in that it specifies what will happen, in terms of behavioral outcomes, in any given situation. This is possible because individuals are hypothesized to be omniscient, fully rational actors who seek to maximize economic gain. Such a view is of course overly deterministic because it allows for only one logical behavioral outcome (the one with the highest economic value) in a given situation. It is also
- unrealistic because humans are complex beings who are motivated by much more than economic gain. Some attempts to model behavior from an actor-oriented perspective seek to remedy this situation by hypothesizing “bounded rationality” (the fact that individuals do not know everything) and “satisficing” (the fact that individuals settle for satisfactory rather than optimal solutions when confronted with the need to make decisions about what to do

and where to go) (Simon 1957; Um and Compton 1999). It is, however, more common to recognize that a variety of antecedent conditions (attitudes, preferences, values, beliefs, perception, cognition) influence behavior (see Ross 1998). The rationale behind this view is simple: “if we can understand how human minds process information from external environments and if we can determine what they process and use, then we can investigate how and why choices concerning those environments are made” (Golledge and Rushton 1976: viii). In short, the emphasis in actor-oriented behavioral approaches is usually on how information is filtered from the environment as a result of personality, cultural forces, and cognitive factors and how that information is used to arrive at decisions about what facilities to patronize. There are many different models of decision-making, some of them mathematical in nature (Golledge and Stimson 1997; Pizam and Mansfield 1999)

2.1.3.. The interdisciplinary approach

This approach embraces virtually all aspects of our society. We have cultural and heritage tourism, which calls for an anthropological approach. Because people behave in different ways and travel for different reasons, it is necessary to use a psychological approach to determine the best way to promote and market tourism products. Because tourists cross borders and require passports and visas from government offices, and because most countries have government-operated tourism development departments, we find that political institutions are involved and are calling for a political science approach. Any industry that becomes an economic giant affecting the lives of many people attracts the attention of legislative bodies (along with that of the sociologists, geographers, economists, and anthropologists), which create the laws, regulations, and legal environment in which the tourist industry must operate; so we also have a legal approach. The great importance of transportation suggests passenger transportation as another approach. The fact simply is that tourism is so vast, so complex, and so multifaceted that it is necessary to have a number of approaches to studying the field, each geared to a somewhat different task or objective.

2.1.4. Product Approach

This approach involves the study of various tourism products and how they are produced, marketed, and consumed. For example, one might study an airline

seat—how it is created, the people who are engaged in buying and selling it, how it is financed, how it is advertised, and so on. Repeating this procedure for rental cars, hotel rooms, meals, and other tourist services gives a full picture of the field. Unfortunately, the product approach tends to be too time-consuming; it does not allow the student to grasp the fundamentals of tourism quickly.

2.1.5. Historical Approach

The historical approach is not widely used. It involves an analysis of tourism activities and institutions from an evolutionary angle. It searches for the cause of innovations, their growth or decline, and shifts in interest. Because mass tourism is a fairly recent phenomenon, this approach has limited usefulness ----*The historical approach is not widely used. It involves an analysis of tourism activities and institutions from an evolutionary angle. It searches for the cause of innovations, their growth or decline, and shifts in interest. Because mass tourism is a fairly recent phenomenon, this approach has limited usefulness.*

2.1.6. Managerial Approach

Managerial approach is firm-oriented (microeconomic), focusing on the management activities necessary to operate a tourist enterprise, such as planning, research, pricing, advertising, control, and the like. It is a popular approach, using insights gleaned from other approaches and disciplines. Although a major focus of this book is managerial, readers will recognize that other perspectives are also being used. Regardless of which approach is used to study tourism, it is important to know the managerial approach. Products change, institutions change, and society changes; this means that managerial objectives and procedures must be geared to change to meet shifts in the tourism environment. The Journal of Travel Research and Tourism Management, leading journals in the field, both feature this approach. *The managerial approach is firm-oriented (microeconomic), focusing on the management activities necessary to operate a tourist enterprise, such as planning, research, pricing, advertising, control, and the like.*

2.1.7. Economic Approach

Because of its importance to both domestic and world economies, tourism has been examined closely by economists, who focus on supply, demand, balance of payments, foreign exchange, employment, expenditures, development, multipliers, and other economic factors. This approach is useful in providing framework for analyzing tourism and its contributions to a country's economy and economic development. The disadvantage of the economic approach is that whereas tourism is an important economic phenomenon, it has an economic impact as well. The economic approach does not usually pay adequate attention to the environmental, cultural, psychological, sociological, and anthropological approaches. *Tourism Economics* is a journal utilizing the economic *approaches*

2.1.8. Sociological Approach

Tourism tends to be a social activity. Consequently, it has attracted the attention of sociologists, who have studied the tourism behavior of individuals and groups of people and the impact of tourism on society. This approach examines social classes, habits, and customs of both hosts and guests. The sociology of leisure is a relatively undeveloped field, but it shows promise of progressing rapidly and becoming more widely used. As tourism continues to make a massive impact on society, it will be studied more and more from a social point of view. A prime reference in this area is *The Tourist: A New Theory of the Leisure Class*, by Dean MacCannell (Schocken Books, New York, 1976). Erik Cohen, of the Hebrew University of Jerusalem, has made many contributions in this area. Graham M. S. Dann, University of Luton, United Kingdom, has been a major contributor to the tourism sociology literature as well.

2.1.9. Cultural perspectives

The concept of cultural tourism is very complex and so there is a long debate among scholars due to which we find numerous definitions for this term.

“Cultural tourism can be defined as that activity which enables people to experience the different ways of life of other people, thereby gaining at first hand an understanding of their customs, traditions, the physical environment, the intellectual ideas and those places of architectural, historic, archaeological or other cultural significance which remain from earlier times. Cultural

tourism differs from recreational tourism in that it seeks to gain an understanding or appreciation of the nature of the place being visited.”

It is also interesting to mention that the definition has been improved through the years of the committee’s practice since their 1976 definition was somewhat simpler and not that precise than the previously mentioned one: “Cultural tourism is that form of tourism whose object is, among other aims, the discovery of monuments and sites. It exerts on these last a very positive effect insofar as it contributes - to satisfy its own ends - to their maintenance and protection. This form of tourism justifies in fact the efforts which said maintenance and protection demand of the human community because of the socio-cultural and economic benefits which they bestow on all the populations concerned.”

There are other definitions from this era which focus on one of the most important effects of tourism on the tourists, namely the experiences. One of these definitions were set up by Australian Office of National Tourism: “Cultural tourism is tourism that focuses on the culture of a destination - the lifestyle, heritage, arts, industries and leisure pursuits of the local population.” The earlier mentioned charter of the ICOMOS describes cultural tourism as: “Cultural tourism may be defined as that movement which involves people in the exploration or the experience of the diverse ways of life of other people, reflecting all the social customs, religious traditions, or intellectual ideas of their cultural heritage.”

We provide two more definitions focusing on experience during the trip: “Cultural tourism is an entertainment and educational experience that combines the arts with natural and social heritage and history.” “Cultural tourism defines the phenomenon of people travelling specifically for the sake of either experiencing another culture or the cultural attractions of a place.”

2.1.10. Institutional Approach

The institutional approach to the study of tourism considers the various intermediaries and institutions that perform tourism activities. It emphasizes institutions such as the travel agency. This approach requires an investigation of the organization, operating methods, problems, costs, and economic place of travel agents who act on behalf of the customer, purchasing services from airlines, rental car companies, hotels, and so on.

CHAPTER THREE

IMPACT OF TOURISM AND THE SUSTAINABILITY OF COMMUNITIES

Brainstorm

- What do you know about the benefit and costs of tourism?
- In what way we can ensure sustainability in tourism?
- Please emphasize on the impact of tourism on culture and lifestyles, politics, ecology, economy as well as tools of sustainability in tourism

Introduction

The study of tourism's impact, particularly its detrimental environmental and socio cultural effects, has come to be viewed as one of the **most continuous** issues surrounding the industry in the late 20th century. The rapid growth of **tourism** in the 20th century produced problems as well as opportunities, on a vast scale for both developed and developing countries. The governments of these countries have come to realize that unrestrained and unplanned tourist development can easily aggravate these problems to a point where tourists will no longer wish to visit the destination. In short, without adequate planning tourists may destroy what they have come to see. More attention is now given to developing and promoting tourism in a way that is sustainable in the long term and that involves local communities in decision making. It is invariably the economic benefits of tourism, however, that persuade governments, local areas and commercial operators to invest in the industry in the first place and develop its full potential. Tourism brings with it a range of benefits and problems, which affect economies, environment, cultures and the social interaction of communities. Tourism must strive to maximize the economic benefits of the industry while minimizing its detrimental environmental and socio-cultural impacts, if it is to prosper as a major influence on the world economy.

Dear students, the following general framework have to be considered in the assessment of tourism impacts.

- ✚ Examine the context-environment, society, economy
- ✚ Forecast the future if tourist development does not proceed
- ✚ Examine tourist development
- ✚ Examine what happened when development occurred
- ✚ Suggest measures to reduce adverse impacts
- ✚ Analyze the impacts and compare alternatives
- ✚ Present the results

1. Economic Impacts of Tourism

Positive Impacts

The decision by any government to pursue a strategy of developing its tourism potential is invariably based on the industry's positive economic impacts. Now tourism is the world's largest export earner and the world's biggest industry in terms in creating jobs and generating revenue.

Positive impacts may also be categorized in to direct and indirect impacts

Direct positive impacts

- ♥ Provide employment, income and foreign exchange which leads to improving of living standards of the local populations and overall national/regional economic development.
- ♥ Increase government revenues (through various types of taxation on tourism) which can be used to develop community facilities and infrastructure and general economic development.

Indirect positive impacts

- ♥ Tourism may be a catalyst to the development of other economic sector such as agriculture and industry (including cottage industry) through the supplying of goods and services used in tourism. The dollar spent by the tourist move from one level to the other till the other until it percolates/reaches to the deepest part of the society. This is known as the multiplier effect.
- ♥ socio economic benefits of improvement to transportation facilities and services and other infrastructure necessary for tourism which also serve general community social and economic needs
- ♥ Encourages investment and development- tourism brings about an encouragement among the government and private sector for investments and money spent by tourists will go for investments in to other sectors , society, infrastructure , superstructure etc, thus tourism contributes to the development of a place.
- ♥ Tourism neutralizes and balances the balance of payment situations of a lot of countries (if Ethiopia receives Kenyan tourists and they spend their money here, it makes no difference as Kenya can buy some Ethiopian goods.)

- ♥ Tourism is a vital method of developing and promoting certain poor or non industrialized countries or regions where traditional activities are on decline

Negative Impacts

- ☞ Loss of potential economic benefits to the local area and resentments by the local residents if tourist facilities are owned and managed by outsiders, although sometimes there is, at least initially, no alternative to this.
- ☞ Reduction of potential foreign exchange earnings when imported goods and services are utilized in tourism, although there are also sometimes no alternatives for this.
- ☞ Economic distortions and resentment created if tourism is concentrated in only one or few areas of a country without corresponding economic development in other areas.
- ☞ Economic distortions created if tourism attracts too many employees from other economic sectors such as agriculture and fisheries.
- ☞ Inflation of local prices of land goods and services because of the demand of tourism.
- ☞ Overcrowding of amenity features / shopping and community facilities and congestion of transportation systems by tourists to the extent that residents cannot conveniently use them.

This is specifically true as tourists typically have a higher spending capability than the residents –either because tourists have higher incomes or because they saved for the trip and are inclined to spend more. Hence, tourists become responsible for increasing the prices of commodities as food, transportation, and arts and crafts.

3.2 Socio-Cultural Impacts

There is a general consensus that while tourism's well documented negative environmental effects can be significantly reduced with appropriate planning and management, the socio cultural consequences of tourist activity have the potential to be far more damaging in the long term, sometimes taking generations to eradicate. This is due to the fact that many destination governments will not include the negative socio- cultural impacts of tourism in their policy and mission statement. In addition to this, the factor adaptation i.e., once the society is getting exposed to a culture which is different from its own, it is very difficult to recover. For instance, in some developing nations, premature exposure to western ideas and technologies, especially by the youngsters such as dressing styles, hair styles, way of communication and etc has led to erosion of the original culture of these nations and thereby created a variety of social problems. So, it is difficult and even will take long time to regain the original culture.

There can be both positive and negative socio cultural impacts (socio cultural benefits and costs). These are as follows:

Cultural tourism is one of the largest and fastest-growing global tourism markets. Culture and creative industries are increasingly being used to promote destinations and enhance their competitiveness and attractiveness. Many locations are now actively developing their tangible and intangible cultural assets as a means of developing comparative advantages in an increasingly competitive tourism marketplace, and to create local distinctiveness in the face of globalisation. The results of numerous empirical studies show that many countries and destinations experience cultural changes due to tourism development. The larger the numbers of tourists the more significant are the changes. This section explains the impacts of tourism on culture and their consequences for tourist and host societies (native cultures) and shows what happens when tourists step into hosts' lives when each other's value systems are different.

Positive impacts

If tourism is well planned, developed and managed in a socially responsible manner, it can bring several types of socio cultural benefits and are discussed as follows:

- ♥ Stimulus for conservation of important elements of cultural heritage of an area because they are partially justified and financed by tourism attractions including:

- Conservation of archaeological and historic sites and interesting architectural styles
 - Preservation and sometimes revitalization of traditional arts, handicrafts, dance, music, drama and customs, ceremonies, dress and certain aspects of traditional lifestyles.
 - Financial assistance for the maintenance of museums, theatres and other cultural facilities and activities and for supporting the organization of special cultural festivals and events.
- ♥ Renewal of sense of pride by residents in their culture when they observe tourists appreciating it
 - ♥ Cross cultural exchange of tourists and resident, learning more about one another's cultures, resulting in greater mutual understanding and respect
 - ♥ Tourism offers a way to revive the social and cultural life of the local population

Negative Impacts

If not well planned and controlled, tourism can generate negative socio cultural impacts including the following:

1. Erosion of Local Cultures

It is often argued that with an increase in international travel and excessive demand for tourism products many societies experience erosion of local cultures and traditional ways of life and customs, including indigenous cultures. In order to keep up with tourist demand for local arts, the non-traditional craftsmen are given tasks to create pseudo-native artifacts, called “original art.” The original art forms become replaced by unsophisticated mass produced forms, often sloppily and carelessly made. As a result, the quality of the traditional artistic designs and forms deteriorates and their artistic and symbolic values and meanings disappear. The traditional art forms become substituted for meaningless pseudo-traditional arts promoted for the purpose of sale.

2. Cultural Commoditization and Transformation

Traditional culture is being packaged and treated as commodity for sale over which tourists and entrepreneurs from the tourist culture, rather than locals, have rights.

Superficial non-authentic art forms are produced to create quick impressions of what art once was and provide tourists with ephemeral and superficial experiences. As a result, the local culture is commercially exploited and the rights of locals to own cultural heritage are lost. Examples abound of mass produced and distributed “local” souvenirs or artifacts that can be found in various regions and countries, and that bear little resemblance to original and local artwork.

3. Cultural Hostility

Since tourism often destroys traditional ways of life and local economies, creates dependency and low-skilled unsecured jobs, and harms indigenous peoples, local hosts develop hostility to tourists. Cultural hostility is a form of cultural rejection or denial, often associated with anger and aggression. It refers to refusing to accept others’ views of the world and forcing others and the world to fit their views regardless of the cost. The larger the number of tourists visiting the destination, the greater the hosts’ hostility towards tourists. If hosts are not involved in setting the guidelines for tourism development, they may resent tourists and tourism development.

4. Cultural Arrogance

Confronted with an influx of mass tourists, host populations often stage cultural experiences in order to compensate tourists for the lack of real experience. Staging cultural experiences is done by creating backstage areas, where locals continue their meaningful traditions away from the gaze of tourists, and front stage areas, where locals perform a limited range of activities for tourist audiences. Displaying superficial local traditions and customs to tourists is a form of cultural arrogance. However, this is done to protect and insulate local culture from the impact of mass tourism. Staging cultural experiences diverts tourists from authentic local culture, relieves pressure upon it and thus helps its preservation.

Designing international hotels in Western styles and showing little respect and appreciation for the local traditions is another example of cultural arrogance. In order to avoid being called culturally arrogant, some hotels incorporate local features in hotel interiors, exhibit work of the indigenous painters or sculptures, and display symbols of local lifestyle, such as crafts and dress.

5. Authenticity of Tourism Experiences

In order to satisfy mass tourism, pseudo-artifacts are produced and commoditized creating standardized and inauthentic products. Some scholars argue that tourists like commoditized, inauthentic products, imitations, images, and so called “staged attractions” (Boorstin, 1961).

However, it is debatable whether tourists are able to actually experience what is authentic in foreign cultures, as most of what they are offered is pseudo-experience. In order for tourists to experience an authentic foreign culture, they need to get away from the main streets, shopping centers, and attractions where only staged authenticity is present. False back stage areas are often set up to deceive tourists; they could be more inauthentic than staged front regions. Thus, commoditization and globalization destroy the authenticity of tourist experiences). However, some believe that what is promoted to tourists is assumed to be authentic and what is inauthentic may become authentic over time. For example, tourism products that are initially regarded as inauthentic (e.g., Disney World) eventually get incorporated into local culture and perceived as authentic.

Tourists are often willing to perceive tourism products as being authentic because they are “symbols” of authenticity, not because they are originals or represent reality. Tourists like to take home from Mexico sombreros with Mexican designs on them as authentic evidence of their destinations. Although these objects are made for the mass market and promote inauthenticity traditional techniques may remain unchanged.

Many tourists are not concerned with authenticity and the origins of attractions as long as they enjoy them and the products transformed by the commoditization remain authentic in the tourists’ eyes. Also, many tourists accept superficiality of tourism products as long as it helps to protect the original culture. Tourists understand that commoditization of cultural products may change or add new meanings to them. Most tourists accept commercialized objects as authentic as long as they are convinced that these objects have traditional designs and have been made by members of an ethnic group (Cohen, 1988).

6. Renaissance of Traditional Art Forms.

In some cases tourism enables a rejuvenation of particular forms of art and craft. The exposure to other ethnic groups can often result in the adaption of their art traditions, forms, and designs (e.g., pottery, jewelry). By borrowing from one culture, modifying and refining the original local art, new forms of traditional art can develop. For example, refining highly demanded Indian and Aboriginal arts and crafts allowed for developing new ideas and creating new designs. Thus, in the process of commoditization (mass) tourism may help to maintain and revive original traditions, and art designs and forms (Cohen, 1988).

7. Marketing of Culture and Violation of Rights To Own Cultural Heritage

By treating traditional culture as a commodity for sale and making it commercially exploited, culture is turned to paid performance. Traditional ceremonies and festivals are pre-arranged and treated as daily entertainment rituals for sale (e.g., hula girls greet tourists at Honolulu airport; Maori perform daily dances in Rotorua, New Zealand). As a result, the tourists see the visited country through superficial experiences that are selective, pre-arranged, and distorted from reality. The commercialization of culture proves that the traditional culture can be treated as a commodity over which locals lose their rights.

The discussed above cultural practices are usually responsible for culture change.

8. Culture Change

Culture change occurs as a result of (1) evolutionary changes occurring within a society, (2) changes in the way people live, and (3) contact between societies and groups from different cultures (e.g., hosts and visitors). All cultures are changing in response to the changes in social environment, institutions, technologies, politics, and ideologies. One of the major reasons for culture change is frequent contact between societies. Cultural elements such as values, ideas, or scientific developments are spread all over the world by travelers, immigrants, business people, guest workers, diplomats, and students.

Culture is also carried by film and literature. The spread of these cultural elements among societies is a two-way process. Visitors bring their ideas to the host country, and hosts expose visitors to their values and perspectives. As a result of cultural contact between their members, both cultures (host culture and visitor culture) influence each, and affluent society has more influence on the non-industrialized and developing society. For example, the Western industrialized nations have more influence on Third World countries than the Third World countries have on developed Western nations. Those with more power significantly influence the culture of those with less power.

Tourism significantly influences the changes induced through contact between societies with different cultures. Many studies show that the interaction between locals and tourists creates significant changes in cultural (as well as social, economic, and political) value systems. Tourism is a medium for cultural transformation. In particular, tourism can initiate irreversible changes within the cultures of host communities (Robinson, 1998). Tourists are viewed as agents of cultural changes (Pearce, 1995).

In general, unplanned tourism activities may cause the following problems.

➤ Resentment and conflicts within residents and families

- Overcrowding of amenity features /shopping and community facilities and congestion of transportation systems by tourists to the extent that residents cannot conveniently use them
- Over commercialization and loss of authenticity of traditional arts and crafts, customs and ceremonies to suit tourists' demand, for example, important traditional dance and music performances may be greatly shortened and modified to suit tourists' tastes and schedules, and handcrafted objects of religious significance may be produced as tourist souvenirs.
- Demonstration effects of residents, especially young people imitating tourists/ their life style patterns.
- Deterioration of cultural monuments and loss of cultural artifacts through overuse by tourists
- Pre-emption (right to do) of beaches and other amenity areas for exclusive tourism use without provision of access to residents, which lead to local resentment and loss of amenities.
- Misunderstanding and conflict between residents and tourists because of differences in language, customs, religion, culture, values and behavioral patterns.
- Alteration to religious codes, for instance, opening shops on the Sabbath, cancellation of religious festivals, etc.
- Violation of local dress codes by tourists for example ,women must be well dressed in Christianity and Islamic societies
- Problems of drugs/ alcoholism, crime, prostitution which may be exacerbated (make worse) by tourism.
- Loss of native languages-mass tourists visiting overseas resorts for extended period of time have an impact on indigenous language
- Loss of traditional industries- traditional industries like indigenous crafts may be lost if a tourist area substitutes local goods for imported goods
- Natives assume artificial behavior

- ↗ Transformation of forms and types of occupation
- ↗ Transformation of values
- ↗ Modification of consumption patterns

3.3 Environmental Impacts of Tourism

Types of Environmental Impacts

Tourism can generate both positive and negative or no appreciable impacts, depending on how its development is planned and controlled.

Positive Impacts

Tourism, if well planned and controlled, can help maintain and improve the environment in various ways. For example:

- ☞ **Conservation of important natural areas:** tourism helps to justify and pay for the conservation of important natural areas as well as wildlife including marine environment via the development of national and regional parks, and reserves since these are attractions for visitors. Without tourism, these natural areas might be developed for other uses or allowed to ecologically deteriorate, with consequent loss of environmental heritage.
- ☞ **Conservation of archaeological and historical sites:** tourism also helps to justify and pay for the conservation of historical and archaeological sites which are important sources of attractions or sites for tourists which otherwise would be deteriorated or disappeared, thus resulting in the loss of cultural heritage of an area.
- ☞ **Enhancement of the environment:** development of well-designed tourist facilities (such as attractive, landscaped hotels) may enhance landscapes which are otherwise dull and uninteresting.
- ☞ **Improvement of infrastructure:** an economic and environment benefit, local infrastructure of airports, roads, water, sewage, solid waste disposal systems, telecommunications, etc can be improved through the development of tourism, which uses and pays for the infrastructure, thus leading to an overall reduction of pollution problems and enhancing the environmental quality of the area.
- ☞ **Improvement of environmental quality:** tourism provides the incentive to make the environment clean through managing and controlling air, water, noise and visual pollution.

- ☞ **Increasing environmental awareness:** in places where residents have limited interest in and concern about the natural environment and its conservation, observing tourists' interest in nature encourages environmental awareness.

There may be other or more specific types of positive environment impacts depending on the particular type of tourism development and the tourism area characteristics involved.

Negative Impacts

- 1. Water pollution:** proper sewage disposal system has not been installed for hotels, resorts or other tourist facilities. There may be pollution of ground water from the sewage. There should be planned out fall of sewage and its treatment so as to minimize the chance of pollution.
- 2. Air pollution:** tourism is generally considered as a “clean industry” but air pollution from tourist vehicles and tourism development areas can result into excessive air pollution problem. If strict emission standards are fixed and devegetated are probably planned and landscaped, then up to some extent we can curb the problem of air pollution.
- 3. Noise pollution:** by tourist vehicle /airplanes/tourist attractions like amusement parks/car or motorcycle race trucks may reach irritating levels for nearby residents. Very loud noise can result in ear damage and psychological stress.
- 4. Visual pollution:** poorly designed hotels /tourist facility/building , non compatibility with local architecture/ inadequate landscaping / use of large and ugly advertising signs/ mesh of overhead utility lines(electric, telephone and telegraph poles and lines)/ poor maintenance of building and landscaping can result in an unattractive environment for both hosts and tourists.
- 5. Waste disposal problems:** improper disposal of litter and solid waste from resorts and hotels can generate environmental and health problems, diseases, pollution and unattractive to the destination.

6. **Ecological disruption and environmental hazards:** *Ecological disruption*- several types of ecological problems e.g., overuse of fragile environment, killing of animals, deforestation, excessive collection of corals by boat anchors, disruption of animal habits and activities by photography etc can result from uncontrolled tourism. *Environmental hazards*- poor engineering design of tourist facilities can generate landslides, flooding, and disruption of any natural drainage channels etc may lead to earthquake, high winds, and flooding and land slippage.
7. **Damage to historic / archaeological sites:** over use or misuse of environmentally fragile archaeological sites can lead to damage of these features through excessive wear, vibration , vandalism, graffiti writing, etc
8. **Land use problems:** tourist facilities like hotels, resorts, restaurants, etc may preempt land that is more valuable for other types of land uses, such as for agriculture, mining
9. **Congestion and overcrowding:** places are so overcrowded by tourists which makes freedom of movement difficult or impossible and which may affect the environment negatively. This problem happen at areas like market, highway or traffic area, handicraft or souvenir shops and other facilities

Reducing Mechanisms for negative impacts

There are a number of examples of environmental impacts of tourism, and a few illustrations of how the problems might be managed. Some argue that it is not enough for individual authorities to tackle the situation; that it should be tackled on a global scale. The negative impacts can be tackled using the following mechanisms:

- Constructing adequate drainage system to prevent flooding and standing out water causes for health problem around the tourist attraction
- Application of land use zoning
- Installation of internationally accepted standards of water and sewage disposal system for all tourist facilities
- Use of non polluting vehicles such as electric carts or shuttle buses
- Application of appropriate designing standards and controlling ugly advertisement
- Development of electric power system to provide adequate and reliable power and also to prevent air and noise pollution.

- Establishment of controls on spear fishing, mining or beach sand for construction, cutting of trees for fire wood, etc
- Maintenance of environmental health and safety standards for both tourists and residents
- Using negative entropy for solid waste

Here are some of the recommendations and which are taken from (guideline for sustainable tourism by WTTC) and will help to reduce the negative environmental impacts of tourism

- ↻ Identify and minimize product and operational environmental problems, paying particular attention to new projects
- ↻ Pay due regard to environmental concerns in design, planning, construction and implementation
- ↻ Be sensitive to conservation of environmentally protected or threatened areas, species or scenic aesthetics, achieving landscape enhancement where possible
- ↻ Practice energy conservation, reduce and recycle waste, practice fresh water management and control sewage disposal
- ↻ Control and diminish air emissions and pollutants
- ↻ Monitor, control and reduce noise levels
- ↻ Control, reduce and eliminate environmentally unfriendly products, such as asbestos, CFCs, pesticides and toxic, corrosive, infectious, explosive or flammable material
- ↻ Consider environmental issues as a key factor in the overall development of travel and tourism destinations

CHAPTER FOUR

NEW TRENDS IN TOURISM

Brainstorm

Students please define the following terms on your own words before you are going read them: *Sustainable tourism, ecotourism, community based tourism as well as the issues of fair trade, ethical tourism, and pro-poor tourism*

Sustainable tourism

The World Travel and Tourism Council (WTTC) identifies a sustainable tourism **destination as a country, region, or town that has shown dedication to and success in tourism development that maximizes benefits to the natural environment and local communities and minimizes negative impact.** WTTC states that a sustainable tourism destination supports **preservation of the destination's natural and cultural heritage, local character, and sense of authenticity.** It brings direct and tangible economic benefits to the local people and educates tourists and local communities about the importance of supporting sustainable tourism practices.

Sustainable practices are defined as **low-impact, environmentally sensitive tourism operations** (e.g., sound **environmental management, green building design, alternative and renewable energy** use, recycling, etc.), conservation of natural habitat, support for cultural heritage, and local community employment at fair wages.

The **National Geographic Society Center for Sustainable Destinations** (CSD) defines sustainable tourism destination planning as a key **way to develop the most beneficial and least disruptive form of tourism that highlights the natural, historic, and cultural assets unique to a destination.** According to CSD, sustainable tourism requires businesses and other tourism stakeholders to “anticipate development pressures and apply limits and management techniques that sustain natural habitats, heritage sites, scenic appeal and local culture. It aims for quality tourism, not quantity.” Sustainable tourism can be reflected by the following characteristics.

*Hence, **Sustainable development** is “development that meets the needs of the present without compromising the ability of future generations to meet their own needs”.*

Evolution of Sustainable Development and Sustainable Tourism

A number of global institutional initiatives based in Europe began to **arise in the 1970s** that shaped subsequent sustainability directions. The first United Nations Conference on the Human Environment was held in Stockholm, Sweden, in 1972. It established a place on the global

agenda for environmental issues, for a “point has been reached in history when we must shape our actions throughout the world with a more prudent care for their environmental consequences”. In addition, the 1972 United Nations Educational, Scientific and Cultural Organization (UNESCO) Convention established guidelines for the protection of global natural and cultural heritage and required states to participate in the protection and conservation of officially designated World Heritage Sites.

Important contributors to the subsequent discussions and initiatives were the Club of Rome’s report. The Limits to Growth (for details, see, and the World Conservation Strategy, 1980, was developed jointly by International Union for Conservation of Nature, United Nations Environmental Program and World Wildlife Fund . The notion of sustainable development (SD) was forwarded by the United Nations World Commission on Environment and Development (UNWCED) in the seminal Brundtland Commission’s report Our Common Future.

The report raised global awareness among public and private sector institutions for the need to consider a long-term conservation horizon, as well as societal considerations, such as:

- (i) intra-generational and inter-generational equity in the use and conservation of environmental resources; and
- (ii) north-south equity, i.e., bridging the development disparities between the developed (Western) world and the lesser developed and poorer regions.

This important initiative provided further momentum to growing concerns about long-term resource conservation and use. Similar to sustainable development, sustainable tourism development, defined as a sub-set of sustainable development, witnessed some joint global institutional initiatives to direct it towards a balanced path even prior to the UNWECD (1987) initiatives. In the 1970s, UNESCO and the World Bank made an alliance for tourism development, the former supporting heritage preservation with expertise and the latter financing tourism-related infrastructure development. In 1976, these organizations jointly convened a seminar “to discuss the social and cultural impacts of tourism on developing countries and to suggest ways to take account of these concerns in decision-making”. However, the importance of addressing tourism as an important player in sustainability was not well recognized in the early initiatives mentioned above. Hall, Gossling and Scott note that tourism was hardly mentioned in the UNWECD (1987) report. The notion of

“sustainable tourism” only later became engrained in the policy statements and planning documents of the United Nations World Tourism Organization (UNWTO), World Travel and Tourism Council (WTTC).

The role of tourism did arise at the UN Conference on Environment and Development (UNCED) held in 1992 (also known as the **Rio Summit**), which sought to help operationalize sustainable development through concrete, but non-binding actions. The Agenda 21 action plan that resulted from the Rio Summit was adopted by 182 governments present at the UNCED conference.

Hence, sustainable tourism development related to three “pillars” of sustainability: economic, social and environmental;

1. **Economic sustainability**, which means generating prosperity at different levels of society and addressing the cost effectiveness of all economic activity. Crucially, it is about the viability of enterprises and activities and their ability to be maintained in the long term.
2. **Social sustainability**, focuses on respecting human rights and equal opportunities for all in society. It requires an equitable distribution of benefits, with a focus on alleviating poverty. There is an emphasis on local communities, maintaining and strengthening their life support systems, recognizing and respecting different cultures and avoiding any form of exploitation.
3. **Environmental sustainability** – refers conserving and managing resources, especially those that are not renewable or are precious in terms of life support. It requires action to minimize pollution of air, land and water and to conserve biological diversity and natural heritage.

Overview of the Sustainable Tourism Industry

Today, tourism is widely recognized as the largest industry on earth based on its contribution to global gross domestic product, the number of jobs it generates, and the number of clients it serves. Tourism is one of the top five exports for 83 percent of all countries and the number one source of foreign exchange for 40 percent of countries (United Nations World Tourism Organization, UNWTO). In 2006, the travel and tourism economy generated more than 10 percent of world gross domestic product, outpacing all

other economic sectors (World Travel and Tourism Council, WTTC). In 1950, there were 25 million international travelers. By 1990, there were 450 million annual tourism arrivals globally, and 2006 saw an all-time record of 842 million tourists — an increase of more than 3,000 percent over 1950. The UNWTO forecasts that over the coming 15 years, the number of tourists will rise to 1.5 billion, twice the current total.

In terms of **job creation**, travel and tourism employment is expected to reach 231.2 million jobs in 2007, representing 8.3 percent of total employment worldwide, or 1 in every 12 jobs on the planet (WTTC).

Tourism can be an **opportunity or a threat to the people** and places where tourism growth occurs. This is amply demonstrated in dozens of case studies around the world. If global tourism were represented as a country, it would consume three times the amount of fresh water contained in Lake Superior in a year (10 million cubic meters) and produce the same amount of solid waste as France (35 million tons per year) (United Nations Environment Program, UNEP). How tourism grows and develops is therefore of great consequence to the future of the environment; to national, regional, and local economies; and to the local peoples whose lives tourism growth will impact.

1. Ecotourism

Ecotourism, defined as “responsible travel to natural areas that protect nature and sustain the well being of local peoples” (International Ecotourism Society), emerged as a response to the rapid growth of tourism into wilderness areas where large-scale projects were having negative impacts on the lives of local people and the natural environment.

It was more than an environmental effort. **The birth of ecotourism reflected the emergence of a new tourism market that took shape in the late 1980s and early 1990s.** More tourists became interested in experiencing nature, visiting communities that retained their traditional character, and helping to protect remote wilderness areas and local ways of life.

Community ecotourism is a particular fact of community based tourism, where at least some of the experiences are natural resourced-based. Community ecotourism benefits both environmental conservation and local communities, the former generating financing for the management of the natural resource area.

Today, the principles that were first associated with **ecotourism** have evolved into what is called **sustainable tourism**. Sustainable tourism includes environmentally sensitive resort operations, direct and tangible economic benefits to local communities, and enhancing the cultural and natural heritage of the destination.

Principles of Ecotourism

Ecotourism is about *uniting conservation, communities, and sustainable travel*. This means that those who implement and participate in ecotourism activities should follow the following ecotourism principles:

- Minimize impact
- Build environmental and cultural awareness and respect
- Provide positive experiences for both visitors and hosts
- Provide direct financial benefits for conservation
- Provide financial benefits and empowerment for local people
- Raise sensitivity to host countries' political, environmental, and social climate
- Support international human rights and labor agreements

Successful characteristics of ecotourism include:

- Minimizing the negative impacts on nature and culture that can damage a destination.
- Educating the traveler on the importance of conservation.
- Stressing the importance of responsible business that works in cooperation with local authorities and people to meet local needs and deliver conservation benefits.
- Directing revenues to the conservation and management of natural and protected areas and biological diversity.
- Emphasizing the need for both regional tourism zoning and visitor management plans designed for either regions or natural areas that are slated to become eco-destinations.
- Emphasizing use of environmental and social base-line studies, as well as long-term monitoring programs, to assess and minimize impacts.
- Maximizing economic benefit for the host country, local business and communities, particularly peoples living in and adjacent to natural and protected areas.
- Supporting the economic empowerment of communities through training and hiring local people, paying fair wages and benefits, buying supplies locally, and supporting

- local ownership or joint ventures with outside business or NGO partners of tourist facilities and concessions.
- Ensuring that tourism development does not exceed the social and environmental limits of acceptable change as determined by researchers in cooperation with local residents.
 - Relying on infrastructure that has been developed in harmony with the environment: minimizing use of fossil fuels, conserving local plant and wildlife, and blending with the natural and cultural environment.

Types of Ecotourism

Ecotourism is a broad term encompassing many types of travel that share the goals of cultural and environmental awareness and respect, minimal environmental impact, and the preservation and betterment of local populations worldwide . The following are the main types of ecotourism:

Ecotourism

Ecotourism involves accommodations that have been built with environmental awareness and conscientiousness or that are simply in natural settings. Ecotourism options vary greatly, from hotels or hostels built with sustainable or alternative materials to "eco resorts" in remote locations with access to activities such as bird-watching, sea kayaking and tours of local outdoor attractions.

Agro tourism

Agro tourism is a type of ecotourism that capitalizes on rural farm communities as tourist attractions. Some agro tourism venues serve to encourage and protect threatened agrarian communities in disadvantaged countries. Others offer **demonstration sites** for sustainable farming methods. Many agro tourism sites offer volunteer opportunities and feature the cultivation of animal and plant species well-known in the particular region.

Community Development

Some ecotourism opportunities focus on protecting the land and livelihood of communities threatened by industry, deforestation and other byproducts of modernization. Such organizations offer opportunities for ecotourists to interact with the local population by planting trees, learning local trades or building homes. Community development projects not only increase awareness and respect among visitors and locals but also offer financial benefits to struggling communities.

Eco Treks

Eco treks involve excursions to exotic, endangered or otherwise appealing locations. Treks might include rafting, rock climbing, swimming, caving, hiking, sailing or bird-watching for the purpose of increasing awareness about a particular region and its associated environmental threats or habitats worth preserving. Eco trek organizations may or may not provide monetary support to the local population.

Ecotourism's idealistic goal is to improve the world through responsible travel; while its effects will probably never match its ideals, travelers can offer very real benefits to local communities.

3. Pro poor tourism /PPT/ (Tourism as an Effective Tool in Fighting Poverty)

Pro-Poor Tourism (PPT) is tourism that results in increased net benefits for poor people. PPT is not a specific product or niche sector but an approach to tourism development and management. It enhances the linkages between tourism businesses and poor people; so that tourism's contribution to poverty reduction is increased and poor people are able to participate more effectively in product development.

Links with many different groups of 'the poor' need to be considered: staff, neighboring communities, landholders, producers of food, fuel and other supplies, operators of micro tourism businesses, craft-makers. The poor can also benefit by the use that they may be able to make of tourism infrastructure (e.g. roads) and resources (e.g. water).

There are many types of Pro-Poor Tourism strategies, ranging from increasing local employment to building mechanisms for consultation. Strategies for Pro-Poor Tourism can be divided into those that generate three different types of local benefits: economic benefits, other livelihood benefits (such as physical, social or cultural improvements), and less tangible benefits of participation and involvement. Each of these can be further disaggregated into specific types of strategies.

Increase economic benefits	Enhance non-financial livelihood impacts	Enhance participation and partnership
<ul style="list-style-type: none"> • Expand local employment, wages:- commitments to local jobs, training of local people. • Expand local enterprise opportunities – including those that provide services to tourism operations (food suppliers etc.) and those that sell to tourists (craft producers, handicrafts, guides etc.). • Develop collective income sources – fees, revenue shares, equity dividends, donations, etc. 	<ul style="list-style-type: none"> • Capacity building, training. • Mitigate environmental impacts. • Address competing use of natural resources. • Improve social and cultural impacts. • Increase local access to infrastructure and services provided for tourists – roads, communications, healthcare, transport. 	<ul style="list-style-type: none"> • Create a more supportive policy/planning framework that enables participation by the poor. • Increase participation of the poor in decision-making by government and the private sector • Build pro-poor partnerships with the private sector. • Increase flow of information and communication between stakeholders to lay the foundation for future dialogue.

Strategies focused on economic benefits

In general, staff wages are a massive boost to those few that get them, **small earnings** help many more to make ends meet, and collective income can benefit the majority, but can often be misused. Thus, all three types are important for reaching different poor families. Strategies to create these benefits need to **tackle many obstacles to economic participation, including lack of skills, low understanding of tourism, poor product quality and limited market access.**

Strategies to enhance other (non-cash) livelihood benefits

These strategies can often begin by reducing negative impacts – such as cultural intrusion, or lost access to land or coast. But, more can be done to then address these issues positively, in consultation with the poor. Opportunities to increase local access to services and infrastructure often arise when these are being developed for the needs of tourists, but with some consultation and adaptation could also serve the needs of residents. Strategies for capacity-building may be directly linked to boosting cash

income, but may also be of more long-term indirect value, such as building the management capacity of local institutions.

Strategies focused on policy, process, and participation

Implementing these strategies may involve lobbying for policy reform, involving the poor in local planning initiatives, amplifying their voice through producer associations, and developing formal and informal links between the poor and private operators.

Tourism, like other industries is not immune to certain negative implications. Exploitation of labor the natural environment, foreign investment orientation, co modification and the resultant degradation of the local culture, are just some of the unsavory effects of tourism practices, which can result in its un-sustainability (Brown & Hall, 2008). Conversely, tourism can expand local economies by providing supplemental income whilst rejuvenating the culture, social capital, and sense of community pride. PPT can contribute to the “realization of social equity” through the linkages that the approach places an emphasis on. The following are the reasons why tourism can be an effective poverty alleviation mechanism.

1. In tourism, **consumers reach the product** (as opposed to the reverse) facilitating a ripple-effect in purchasing of tourism related goods and services
2. **Tourism is a diverse** industry that can promote strategic linkages with other sectors and thus generate multipliers . Linkages between tourism and the agriculture (food sales, farm tourism, etc.), entertainment (theatre, music, local festivals), and transportation industries are inextricable. When effectively harnessed, these can facilitate synergy between a destination’s commercial and public sector.
3. **Tourism is labor intensive** therefore has the ability to employ sizeable portions of the local population.
4. Tourism can also promote **gender equality through the employment** of women in the service sector and in the informal sector.
5. **Tourism can facilitate micro-entrepreneurship** through the formal or informal economies. For instance, it can promote traditional skills amongst women, thus enhancing their sense of empowerment and capacity to participate in decision-making.
6. **Tourism can lead to infrastructure** developments in terms of improved roadways, public transport systems, water supply, electricity supply, etc. These would benefit tourists and locals alike.
7. Tourism allows the poor to leverage natural resources, which in some cases are the primary assets that they possess.

The conceptual diagram (Figure 1) depicts key linkages between tourism and poverty alleviation and highlights tourism's scope as an effective vehicle for poverty alleviation. The parallels between the linkages depicted and the Millennium Development Goals are evident.

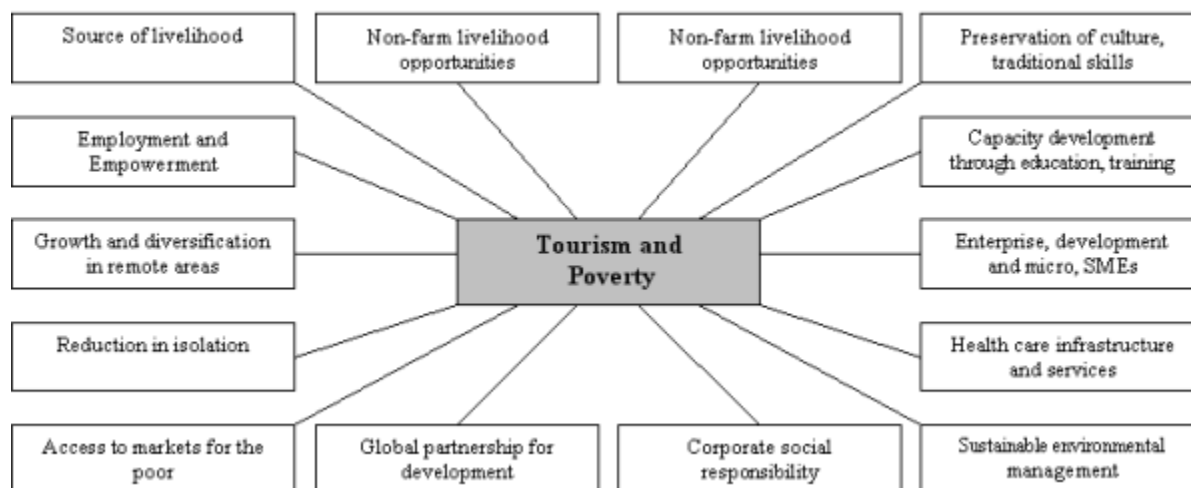


Figure 1. Linkages between tourism and poverty reduction - Source: UNESCAP, n.d.

Expanding opportunities for the poor necessitates a comprehensive strategy, one that incorporates economic, environmental, political, and socio-cultural preservation dimensions.

Pro-Poor Tourism is about changing the distribution of benefits from tourism in favour of poor people. It is not a specific product and therefore **is not the same as ecotourism or community-based tourism**. Any kind of tourism can be made pro-poor. PPT can be applied at different levels, at the enterprise, destination or country level.

PPT initiatives comprise of practical strategies that direct the underlying principles that the approach is based on:

- Expansion of business and employment opportunities for the poor
- Addressing of the environmental effects of tourism
- Addressing social and cultural effects of tourism
- Building a supportive policy and planning framework
- Developing pro-poor processes and institutions

4. Community Based Tourism (CBT)

CBT has been used to describe a broad range of different tourism models but usually refers to tourism that involves community participation and aims to generate benefits for local communities in the developing world by allowing tourists to visit these communities and learn about their culture and the local environment. Community

participation in the tourism initiative is central to all the definitions, ranging from cooperative or individually owned and managed businesses to joint ventures between the community and the private sector. Other common themes are the involvement of external support from a donor agency or NGO, the generation of individual and collective benefits within the community and *a triple* bottom line approach.

CBT schemes have raised great optimism among international development agencies and were widely adopted over the last 30 years. CBT was born as an alternative approach to the excesses of mainstream or mass tourism, such as repatriation of profits from developing economies by multinational companies and the negative impact on destinations. It is consistent with alternative development and sustainable livelihood approaches, which focus on *grassroots development* and embrace participation, equity and empowerment ideas. Its interest resides in the fact that CBT projects are small or medium sized ventures that have the potential to generate a range of positive economic and social development impacts in rural areas, where other types of development may be inadequate. Through local control of tourism businesses and activities, CBT is thought to contribute to cultural and environmental conservation and to the redistribution of economic benefits among the most vulnerable groups, such as indigenous communities. A range of studies about CBT initiatives have confirmed its potential benefits to communities, especially ‘commercially grounded’ initiatives.

A community by definition implies individuals with some kind of collective responsibility, and the ability to make decisions by representative bodies. Community based tourism is tourism in which **local residents** (often rural, poor and economically marginalized) invite tourists to visit their communities with the provision of overnight accommodation. The residents earn income as land managers, entrepreneurs, service and produce providers, and employees. At least part of the tourist income is set aside for projects which provide benefits to the community as a whole.

Community based tourism enables the tourist to discover local habitats and wildlife, and celebrates and respects traditional cultures, rituals and wisdom. The community will be aware of the commercial and social value placed on their natural and cultural heritage through tourism, and this will foster community based conservation of these resources.

The community may choose to partner with a private sector partner to provide capital, clients, marketing, tourist accommodation or other expertise. Subject to agreement to the ideals of supporting community development and conservation, and to planning the tourism development in partnership with the community, this partner may or may not own part of the tourism enterprise.

Community-based tourism is travel to local indigenous communities that have invited outsiders to experience their customs, food, lifestyle, and set of beliefs. These communities manage both the impacts and the benefits of this tourism, strengthening their self-governance, economic alternatives, and traditional ways of life in the process. Community tourism (sometimes called community-based tourism) is a form of tourism which aims to include and *benefit local communities, particularly indigenous peoples and villagers*. Villagers might host tourists in their village, managing the scheme communally and sharing the profits.

Key Characteristics of Community-based Tourism

Community-based tourism is defined by three characteristics: indigenous leadership, sustainability, and cultural immersion.

- A. Indigenous Leadership:** Community-based tourism is managed by indigenous communities. This means the community assumes collective responsibility for all aspects of your stay, including accommodations, internal travel, local food, and cultural activities. Communities reap the benefits from tourism revenue, making community-based tourism a sustainable alternative to many travel organizations, which often do not work in solidarity with the communities and environments they use. Through community-based travel, collective wellbeing is valued over corporate or individual profit.
- B. Sustainability:** Communities will only accommodate as many people as they are able, keeping in mind long-term sustainability, and avoiding unnecessary strain on their own resources. Meals generally draw on local agriculture, and communities will not take on more guests than their housing and energy resources can effectively support. Aside from physical resources, revenue from community-based travel helps to sustain indigenous cultures and traditions in a rapidly changing world.
- C. Cultural Immersion:** Travelers are able to experience the diversity and customs of another culture, and to interact with the community. Unique lodging, cuisine, and activities form a foundation for increased knowledge and awareness of another culture, different set of beliefs, and social norms.

Community Based Tourism is a form of sustainable tourism that allows visitors to connect closely with the communities they visit. This emerging form of travel gives tourists authentic experiences, while allowing revenue generated by tourism to remain in the often rural, poor, or economically marginalized community. These communities run these tourism enterprises that provide services such as village tours, nature walks, performances, and meals on their own initiatives.

Community tourism not only encourages cross-cultural understanding between host and visitor but also embraces the bottom line of environmental protection, cultural conservation, social responsibility, economic health, and the enhancement of livelihoods. Because communities are the owners of these tourism enterprises, they have the incentive to establish standards for international tourists and invest in a quality tourism product. As such, Community Tourism has been promoted as a means of development where the social, economic, and environmental needs of local communities are met through the offering of a tourism product. Benefits of community based tourism:

The community:

- Brings recognition and attention to the community
- Adds value to a community's economy
- Diversifies economic activity in a community
- Provides an alternative to unsustainable forms of income such as poaching or logging, thus helping safeguard the livelihoods and well being of both locals and indigenous peoples
- Natural resource-based conservation, where the main product is wildlife or natural-resource related
- Promotes cultural conservation
- Tourism income is more likely to remain in the community
- Encourages community pride and protection of community resources
- Involves and encourages the participation of women

The tourist:

- Receives an authentic experience and learns first-hand about the community from a local guide
- Has an opportunity to create a deeper connection to the destination
- Knows exactly where the money will go and can feel good about it
- In the case of ecotourism, achieves a win-win benefits for supporting natural heritage conservation
- Gets a unique look at a particular destination
- Receives personal tour, individualized service, and attention

5. Ethical Tourism

Ethical tourism simply means tourism which benefits people and the environment in different destinations. It can offer a better income to families living in the area, by sourcing products and services locally. **Ethical tourism** and responsible **tourism** mean thinking about the consequences of your actions as **tourist** on the environment, local people and local economy. Some places in the world really benefit from **tourism** and for some communities the **tourist** trade is the main source of income and jobs.

6. Fair Trade Tourism / FTT /: the mark of a good holiday

The aim of FTT is to make tourism more sustainable by ensuring that the people who contribute their land, resources, labour and knowledge to tourism are the ones who reap the benefits.

This is done through growing awareness about responsible tourism to travelers; assisting tourism businesses to operate more sustainably; and by facilitating a Fair Trade Tourism certification programmes for example across southern Africa. Tourism businesses that adhere to the FTT standard use the FTT label as a way of signifying their commitment to fair and responsible tourism. This includes fair wages and working conditions, fair purchasing and operations, equitable distribution of benefits and respect for human rights, culture and the environment.

By selecting an FTT-certified business, travellers are not only assured that their holiday benefits local communities and economies, and that the business is operated ethically and in a socially and environmentally responsible manner, but they will also have a more fulfilling holiday experience.

Travellers can also book a fully certified Fair Trade Holiday. A Fair Trade Holiday is developed by tour operators committed to sustainability and Fair Trade; benefit workers and owners of tourism businesses by requiring long-term trading relationships, full prepayment and binding cancellation agreements; and a set contribution is paid to the FTT Development Fund.

Fair Trade Tourism Development Fund

One of the cornerstones of the Fairtrade system, on which Fair Trade Tourism has been modeled, is the Fair-trade premium. The Fair-trade premium is a sum of money paid on

top of the agreed Fair-trade price for investment in social, environmental or economic development projects, decided upon democratically by producers within the farmers' organisation or by workers on a plantation. In 2011, the Fairtrade system paid EUR 65 million to producers worldwide.

The FTT Development Fund works in a similar way: each time a tour operator sells a Fair Trade Holiday, they will deposit a set amount into the FTT Development Fund. This Fund is managed as a separate legal entity, and FTT-certified businesses can apply for assistance with development projects from the Fund.

Fair Trade in Tourism context includes:

- Equitable consultation and negotiation taking into account the interests of local community stakeholders, including tourism enterprises, and indigenous residents not involved in tourism; taking into account the interests of local community stakeholders, including tourism enterprises, and indigenous residents not involved in tourism;
- Transparent and accountable business operations through environmental and social audits;
- Employment of local resident and indigenous people to develop human potential;
- Training and development at local community level for managerial positions, if appropriate as part of a public, private and civil society partnership;
- Investors aware of and adhering to national, regional and local planning and environmental regulations;
- A fair price, negotiated in partnership with local suppliers; negotiated in partnership with local suppliers;
- Fair competition between foreign and domestic investors to enhance opportunities for domestic investment and competitiveness;
- Shared tourism revenues to ensure that the return from the use of public assets for tourism, benefits and enhances public social and environmental resources in the destination;

- Use of local products and materials where appropriate (ecologically sustainable if possible);
- Compliance by foreign investors with destinations' tax regulations. Present transfer pricing policies of transnational corporations should be reviewed to

CHAPTER FIVE

TOURISM POLICY AND PLANNING

FOCUS

- Tourism and public policy,
- local and regional policy and aims of regional tourism
- The Situation of *Tourism policy in Ethiopia*

5.1. TOURISM POLICY

Tourism is among the economic and social sectors that are registering rapid growth in the world, and nowadays it has been found to be making its contribution in supporting and accelerating national development. Tourism makes a tremendous contribution serving as a source of foreign exchange, promoting micro and small-scale enterprises, creating employment opportunities, and ensuring sustainable development.

Tourism Policy – refers to an overall, high-level plan that includes goals and procedures. Policies are generally found in formal statements such as laws and official documents and statements. Tourism Policy is generally considered to be an area of a nation's overall economic policy. It is a “public policy designed to achieve specific objectives relevant to tourism established at the municipal, state or federal level”.

More generally, tourism policy should reflect the overall development policy of the country or region so that tourism is well integrated with it. Policy also evolves from the survey and analysis of present tourism development patterns and infrastructure, tourist attractions and activities, and the tourist market.

The tourism policy involves three basic conditions to be included:

A. Who Formulates Tourism Policy?

Defining tourism policy as a “public policy...” means that it is formulated by the public sector, which comprises “ central government and local authorities (general government), together with the nationalized industries or public corporations”. And although tourism is an activity sustained mainly by private initiative, governments have traditionally played an essential role in its development and in the promotion of their countries as a tourist destination through the activities of **National Tourism Administrations (NTAs)**. For example the Ministry of Culture and Tourism is the upper body responsible for tourism development in Ethiopia. Under the ministry, there are many organizations (NTAs) specifically working on tourism in Ethiopia. **These organizations undertake a lot of activities including:**

- Coordinate many national policies that are vital for tourism (taxation, consumer protection, social and labour legislation, environmental policy, general education policy, etc.)
- Maintain a close link between tourism development policy and promotion abroad.
- Avoid the over-supply of private or public facilities (marinas, hotels, etc.) which leads to the proliferation of competing projects and which results in lower occupancy rates and smaller profits.
- Provide backing for certain innovations (new tourism product policy) so as to facilitate their distribution nationally and their placement on the market.
- Gather statistics and monitor economic activity nationally for purposes of international comparison and domestic comparison with other sectors and, if need be, for directing policies in the right direction.
- Deal with and manage tourism crises (of either human or natural origin).
- Represent its country in trade and consume shows and expositions.

B. What are the Objectives of Tourism Policy?

Tourism affects many areas – the economic, socio-cultural and environmental. This is the principal reason for governments' involvement in tourism development. Various economic reasons may induce the public sector to foster tourism development. Among them:

- Improved balance of payment situation.
- Regional development.
- Diversification of the economy.
- Increased income levels and state revenues.
- New employment opportunities.
- Community participation and benefit sharing schemes
- Stimulation of non-tourism investment.

Social considerations are another important reason. Governments participate in tourism development in order to maximize the socio-cultural benefits of tourism (such as: cultural exchange, revival of traditional crafts and ceremonies, rural development, etc.) The state may also have a general responsibility to protect the social well being of individuals by minimizing tourism's adverse socio-cultural effects (such as: deterioration of important historic and archeological sites, social degradation, overcrowding by tourists, loss of convenience for local residents, etc.). Community participation and benefit sharing schemes are also the aims in tourism policy.

Another reason is the need for controlling the **environmental** impact of tourism, such as pollution and other environmental hazards and land use problems resulting from poor planning, setting and engineering of tourist attractions and facilities.

Besides the above-mentioned reasons, government may encourage the development of tourism to further political objectives. It was suggested that the Franco regime

in Spain had encouraged tourism development among other things in order to broaden the regimes political acceptance.

C. How are the Objectives of Tourism Policy Achieved?

In order to achieve the policy objectives, NTAs are involved in many activities aiming to coordinate or encourage tourism development.

Clearly, a significant number of countries around the world are still in an early stage of tourism development, particularly in developing countries and in countries where tourism is in a transition stage. But the European Union, North America and significant parts of East Asia and the Pacific countries have reached an advanced stage of tourism development. Thus, **the degree of government involvement in the tourism sector differs from country to country**, and so do the reasons of this involvement.

Legislation and Regulations

Legislation, stipulating regulations and terms under which activities related to tourism take place, is a state responsibility. Tourism legislation includes the basic tourism law. This law typically sets forth the policy for developing tourism and establishes the functions, structure and sources of funding of the national tourism organizations (or regional tourism office).

However, the most important aspect is the **enforcement of regulations**. The State, through public mechanisms, has the duty to ascertain that all regulations which deal with tourism and tourist services offered to the consumer whether he is a foreign citizen or a national of the country are followed, and to impose the appropriate sanctions in case of breach of the regulations in order to ensure proper protection of consumers.

In addition to the aforementioned points that are important in achieving tourism policy, tourism taxation, marketing and education and training take the highest place in tourism policy.

5.1.1. Reviewing The Prevailing Situation of Tourism Industry: Global State of the Tourism Industry

Tourism has become one of the economic sectors registering rapid growth worldwide. The UN-World Tourism Organization, in its statistical publication, Tourism Barometer, of June 2009, indicating the growth of international tourism reported that international arrivals and receipts, which respectively were 25.3 million visitors and 2.1 billion U.S. dollars in the Year 1950, had reached 922 million in terms of visitors and 944 billion dollars in terms of receipts by the Year 2008. According to the same source, the picture in Year 2008 compared to Year 2007 showed an annual growth of 1.9 % in arrivals and 1.8 % in receipts.

Based on past average annual growth rates of 4.1 percent and 1.8 percent, respectively for international tourist arrivals and receipts, the World Tourism Organization has projected that by the Year 2020 international arrivals would reach 1.6 billion and receipts would amount to 2 trillion U.S dollars. It should, however, be underlined that, while the projection had taken many relevant factors into consideration at the time, it had not fully foreseen other global conditions that would, as it turned out challenge the growth of the industry.

In general, the industry has remained resilient in the face of adverse conditions, and it is now one of the leading sectors in international export trade. It forms 11 percent of world GDP, and creating about 100,000 new jobs annually, it accounts for more than 11% of total world employment, according to data from the World Tourism Organization.

The above examples show the importance's of tourism on national economy, socio-culture, environment and political conditions. [It is, therefore, important to put into place a guiding, directing and even managing public policy in tourism development and to minimize its negative at the same time maximize positive impacts as well.](#)

The following are the main causes cited for the level of growth attained by international tourism:

- a. Strong expansion in travel for the purposes of knowledge, research, business, religious worship, medical treatment, adventure, or relaxation, etc. during long vacations made possible by sustained economic growth and improved standards of living in developed countries as well as the emerging countries of the Far East that are registering outstanding performance among developing countries.
- b. The rapid improvement and expansion of international air transport and other modes of transport and infrastructure;

- c. The fact that the exchange of information has been made easy and efficient by the steady progress of communication technologies and services; and
- d. The expansion of unhindered trans-national trade and investment and the fact that the tourism industry too has taken on this same international character.

Tourism makes substantial contributions by *expanding micro, small-scale and medium-scale enterprises for the production of goods and services, creating considerable employment opportunities, promoting sustainable development and eliminating poverty*. Tourism has a great role in accelerating development and eradicating poverty, which is the major enemy of developing countries, and in this its impact is no less important than those of other main economic and social sectors. The following are among the basic reasons that responsible and sustainable tourism is preferred as an effective engine of development for African and other developing countries.

- A. Tourism is a typical source of foreign exchange, which is helpful for importing various inputs for development and maintaining the balance of payments of a country;
- B. These countries possess diverse and authentic, internationally renowned, wonderful cultural, historical and natural attractions, most of which are located in rural areas;
- C. Because tourism is inherently labour intensive and creates employment opportunities specially for the poor, the young, women and the physically handicapped, it plays a significant role in the poverty alleviation of these countries by creating jobs and income;
- D. The infrastructure built for tourism development can greatly benefit the economically disadvantaged sections of society and in addition can create opportunities for growth and development of agriculture, industry, construction, transport and communication as well as other economic and social sectors;

Above and beyond its economic advantages, tourism promotes better and reciprocal understanding and closer relations among peoples, thereby fostering a culture of peaceful coexistence and mutual respect.

5.1.2. Prevailing Situation of Ethiopia's Tourism Sector

Since 1965, when the first development plan was announced and tourism was recognized as a sector for economic growth, tourism grew at an average annual rate of 12% until 1974. In the four years from 1970-1973, the average number of tourist arrivals to Ethiopia was 63,833 per year, while the average annual income was 10.2 million dollars. The average annual growth rates achieved during this period were 18.2 and 13 percent, respectively.

During the seventeen years that the Derg was in power, tourism declined drastically because of the adverse conditions created by war, recurrent draught, strained political and diplomatic relations with

tourist generating countries, restrictions in entry into and travel within the country. In the years 1989 to 1992, records show that the country received on average 80,246 tourists and 23.2 million U.S. dollars annually. The average annual growth rates during those years were 2.1 percent for arrivals and 6.1 percent for receipts.

The basic measures taken after Year 1991 in order to realize the country's economic and social development have created favorable conditions for the nation's tourism development as well. In the four years from 2005 to 2008, average annual tourist arrivals were 324,664, while average annual revenue was 167 million dollars. Reports of the sector show annual growth rates of 21 percent for tourist arrivals and 19.5 percent for revenue for those four consecutive years.

UNWTO's current analysis of tourist arrivals puts Ethiopia's average annual growth in international tourist arrivals at 5.6 percent for the period 1990-2000, and at 15.4 percent during the period 2000-2008. The average growth rates achieved during the more recent years represent an encouraging trend indeed. Yet the fact that, for instance, Ethiopia's share of the tourist flow to the East African Region of seventeen countries in 2007 was 0.7 percent demonstrates the very low stage of development the country is at, despite its numerous historical, cultural and natural attractions.

5.2. Tourism Policy in Ethiopia

The Ethiopian tourism had not been in a position to provide full benefit for the wider public and for the country mainly there was lack of coordination among the government, the private sectors, local level community and stakeholders in the tourism development maneuver. This due to lack of a clear policy in the country.

This was basically a compelling factor for the government to establish a federal government organ responsible to coordinate the fragmented activities in tourism sector. Therefore, Ministry of Culture and Tourism was established under Proclamation Number 471/2005, enacted to redefine the powers and duties vested upon the organs of the Federal Government.

The policy has been structured under five sections:

Section One: A Review of the Prevailing Situation of the Tourism Industry,

Section Two: The Need for an Ethiopian Tourism Development Policy,

Section Three: Main Policy Issues and Strategies,
Section Four: Roles and Responsibilities of Those Taking Part in Implementing the
Policy
Section Five: Sources of Finance for the Implementation of the Policy.

This policy gives due attention to:

- Guiding the sector in a broad based development framework,
- Developing the existing and new tourism attractions and products,
- Expanding the infrastructure and tourist services that are vital for the growth of the sector,
- Ensuring that the country benefits from the sector by being sufficiently competitive in the international tourism market, and
- Solving the serious limitations in capacities which are apparent in the industry.

5.2.1. Domestic Opportunities of the Sector

The favorable domestic opportunities of Ethiopia's tourism sector are reviewed under two main topics as follows:

5.2.1.1. Ethiopia's Possession of Varied Attractions

It is known that Ethiopia is full of varied historical, cultural and natural attractions; it is the possessor of eight world heritage sites and many fossils attesting that it is the cradle of humankind; and on top of all that, its people are hospitable and their cultures diversified a combination which makes it suitable for tourism development.

5.2.1.2. The Country's Political and Economic Foundations

Ethiopian conditions that are favorable to the growth of the sector are reviewed as follows in relation to constitutional principles, as well as overall development policies, strategies and programmes.

Domestic Challenges Facing the Sector

A look at the concrete situation of the sector at present reveals a number of challenges confronting the sector. The fundamental limitations of the sector are presented below, grouped under two main headings:

A. Limitations in Supply Basic to the Growth of the Sector

The current situation, relating to shortfalls in basic tourism supply in terms of destination development, products and services offered, and expansion of infrastructure and tourist facilities is reviewed as follows:

- Although the country possesses vast potential in varied historical, cultural and natural attractions, this **has not been adequately protected, developed** and used as tourist attraction.
- There is a **serious shortage in number and type of tourist facilities** at existing and potential tourist destinations and vicinities; moreover, the quality of service is poor and unsatisfactory to tourists.
- Interpretations of tourist attractions are **not based on credible facts and knowledge**; they are not consistent; and their presentation is disorganized.
- Handicrafts, other **local creative products, performing arts and entertainment services**, which could have helped to lengthen the stay and increase the spend of visitors at every destination, are **not offered in sufficient variety, quantity and quality**.

B. Limitations in Implementation Capacity of the Sector

With respect to competence of trained human resources, operating system, and institutional capacity that the sector demands, the following weaknesses are observable:

- Human resources already deployed in the sector and those needed for new deployment are limited in terms of type, number and quality.
- There is a **shortage of highly trained and moderately trained manpower** that is crucial to the development of the sector.
- Branding and market positioning based on timely studies are not in use.
- There are capacity limitations among tourism stakeholders, and mutual support and coordination of efforts among them have not been strengthened.

5.2.2. External Opportunities Favoring the Development of Tourism

The following are opportunities favoring Ethiopia's tourism development:

- International tourism shows growth year after year.
- The use of modern information and communication technologies is expanding the dissemination and efficiency of information in tourism.
- Among international tourists, interest in authentic, indigenous and organic products is increasing highly from time to time.

5.2.3. External Challenges Affecting the Development of Tourism

The main challenges are the following:

- Ethiopia's image on the international scene is widely associated with draught, famine and war.

- The Horn of Africa is seen as a region of instability and terrorism.

In general, Ethiopia's tourism sector is found under the conditions indicated above. Overcoming the serious observable shortcomings of the industry by coordinating and utilizing the capacities of the principal stakeholders to lead the development of tourism on a sustainable basis is therefore the focus of direction at the moment.

5.3. The Need For An Ethiopian Tourism Development policy

Enhancing the development impacts of tourism by properly developing and utilizing the tourism potential with which the country is endowed is a matter deserving focus. Accordingly, in order to realize the development of tourism and to enable the sector to effectively contribute to the country's current effort to eliminate poverty, it is necessary to lead the development of the sector within appropriate policy and strategic framework. Hence, this policy has been formulated.

5.3.1. Vision for Tourism Development

To see Ethiopia's tourism development led responsibly and sustainably and contributing its share to the development of the country by aligning itself with poverty elimination.

5.3.2. Main objectives of Tourism Development

- To ensure concretely the country's **full benefits by sustaining competitiveness** in the international tourism market, by turning Ethiopia into a particularly preferred destination in Africa, and by maximizing direct and indirect economic benefits.
- To **build a tourism industry** that makes important contributions in earning and conserving foreign exchange, and integrates into the economic growth of the country.
- To **create extensive employment opportunities** for communities at tourist destinations and to ensure community benefits through a wider distribution of income, and to enhance community participation in decision making on development.
- To **realize a tourism industry that builds a positive image of the country**, carries on the sector's development in a responsible and sustainable manner, with the capability of growing without disrupting peoples' culture and life styles and the natural environment.
- To build an industry that can **lengthen the tourist's stay by solving observed limitations** in service in the sector and provide for the progressive growth of capacity in tourist facilities deployed in the field.

5.3.3. The Basic Principles of the Policy

A. Respect for Pluralism

Because diversity in history, culture and natural resources is Ethiopia's beauty and distinguishing endowment, the assets have to be equally recognized, respected and developed as tourist attractions.

B. Guaranteeing Community Participation and Benefits

With respect to the sustainable development and promotion of existing and new attractions, encourage communities at destinations in particular and the public in general to participate in and benefit from the development.

C. Instituting Management Transparency and Responsibility

As the development of tourism requires the involvement of many parties across sectors, the institution of good governance is necessary in order to ensure that all stakeholders meet the ethical demands of tourism.

D. Creating Partnership

By forming strong links and creating cooperation and partnership among actors in the sector at **destination, regional, national, sub-continental, continental and global levels**, foster the practice of working together for common objectives. In particular, encourage small and medium enterprises (SME's) in the sector to create for cultivating a culture of exchanging experiences and best practices, and working in partnership.

E. Enhancing the Implementation Capacity of the Sector

To ascertain that the country gets the full benefits of tourism development, enable all bodies engaged in the sector to effectively render quality tourism services by enhancing their implementation capacities.

5.3.4. Main Policy Issues And Strategies

- A. Integrating tourism development into key development policies and strategies of the country
- B. Developing the existing and new tourist attractions in variety, scale and quality
- C. Expansion of infrastructure and tourist facilities essential for tourism development
- D. Undertaking promotional work through the creation of strong market ties in order to become competitive on the international market
- E. Strengthening the collaborative relationship among actors participating in tourism development

F. Overcoming the serious capacity limitations observed in the industry

5.3.5. Responsibilities and Roles Of Participants In The Implementation Of The Policy

A. Government Organs

It includes organs of the federal and regional governments and local administrations, and is charged with the responsibility to perform the following major tasks in the implementation of the policy:

- To create **conducive environment for national and local tourism** development and to put to use the enabling environment,
- To **indicate the directions of the national and local tourism development** and spearhead the development,
- To **expand, improve and lead the development of infrastructural networks** essential to tourism development,
- To successively **build the implementation capacity of development participants** at each level,
- To coordinate the capacities and efforts of the main participants in development at each level and to create collaboration and provide leadership,
- To participate in investment when private investment is not forthcoming to fill investment gaps,
- To capably coordinate and lead vigorous marketing and promotion activities and enhance the positive image of the country,
- To ensure the psychological and physical well-being of visitors and the security of their properties and to coordinate and lead the bodies involved in maintaining safety and security,
- In collaboration with local communities to develop, maintain, protect and manage existing and new attractions falling their jurisdictions, To ensure that tourism development activities are in line within sustainable environmental and social safety, and to act speedily when and where safety problems occur,
- To provide appropriate incentives to participants in the development of the sector, and to monitor the implementation of the incentives,
- To formulate and issue suitable standards in the areas of service delivery and professional education and training and to regulate the application of the standards.

In general, the responsibilities for **monitoring, coordinating, integrating and leading the activities** of those bodies with roles in the implementation of this policy for tourism development and the primary

responsibility for monitoring and evaluating the actual implementation of this policy and the taking of corrective measures fall on the **Federal Ministry of Culture and Tourism**.

B. Development Investors

Because investors participating in the country's tourism development are engines that drive the industry, they have the following major responsibilities in the development of the sector:

- To participate in the forefront in the establishment of facilities and the provision of quality tourism services in types and capacities required,
- To participate as leaders in the establishment and development of micro, small, medium-scale and big enterprises and service giving institutions,
- To create and promote a culture of entrepreneurship that is essential for the growth of the sector,
- To participate as leaders in the effort to set up educational and training centers of the type, number and quality required for producing professionals in various fields,
- To actively involve in the formulation and implementation of appropriate standards in the areas of services delivery and education and training,
- To involve in the expansion of infrastructure needed in the localities of major tourist destinations,
- To regularly enhance the capabilities, skills and ethical standards of professionals and other workforce employed in the establishment they own and manage,
- To take part in marketing and promotional activities and to contribute their share in the endeavor to build a positive image of the country,
- To participate in the development, protection, preservation and management of attractions found in every area of the country,
- To participate in sectoral associations, organizations, and coalitions as well as similar national and international organizations for mutual support and to promote its rights and interests,

C. Local Communities at Tourist Attractions

- In the development of tourist attractions, products and services to collaborate with the bodies administering the resources as owners, and by conserving and protecting these resources with a sense of ownership, to become direct participants in and beneficiaries from the tourism development of the locality,
- To provide appropriate care to guests visiting the local attractions and to extend to them hospitality in accordance with local customs, and to ensure peace and security in the locality,

- Recognizing that visitors to attractions are customers, to supply and ensure the provision of handicrafts, and artistic products and services which are based on visitors demand and aimed at satisfying their requirement as to quality and quantity,
- To protect local cultural and social values as well as the natural environment from negative influences of tourism, and to take corrective measures rapidly when negative impacts occur,

D. Civil Societies

- To **cooperate with government bodies, investors and local communities** that have leading responsibilities in the country's tourism development and to participate in the development and management of the attractions in order to ensure that benefits are realized,
- To undertake **successively capacity-building activities** for the various varies parties engaged in the development of the sector,
- To **extend support to other stakeholders operating** in the sector with respect to information, techniques, finance, advocacy, coordination, etc.

E. The General Public

- To strengthen the culture of touring either as individuals or as tour groups and participate in domestic tourism in order to know and appreciate the attractions of the country,
- To actively involve in the development activities of the country's tourism and partake in the benefits,
- To build a positive image of the country by extending to visitors traditional hospitality,
- To protect and preserve with a sense of ownership the heritage and other resources used for tourism development.

Sources of Finance for Implementing the Policy

As tourism is a sector that develops through the leadership of the government, the driving force of private investors and the community, and the participation of other stakeholders, the combined and coordinated efforts of all sides is necessary for the rapid growth and development of the sectors. To invigorate these efforts and realize the development of the sector by applying the implementation strategy of the policy, there should primarily be adequate sources of financing. On this basis, this tourism development policy will be implemented with investment funding from varied sources falling under the following two headings:

5.1. Regular Financing Sources

The following are the main sources of finance included under this heading:

- Ordinary and capital budgets allocated annually by the federal and regional governments and other administrative levels for investment and operational activities connected with the overall development of the sector,
- Bi-lateral and multi-lateral support and loan funds to be obtained for the implementation of programs and projects related to the growth and development of the industry,
- Other financing sources as appropriate.

5.2. Extra-Ordinary Financing Sources

Tourism development fund is a fund to be established on the basis of a study with the consent of the main stakeholders, with the key aim of mobilizing the resources and capabilities of actors in the implementation of the policy and creating the condition whereby the burdens of marketing and promotion and capacity building, hitherto fully borne by the government, are gradually shared by supporters. As far as the establishment and application of the fund are concerned, they will be determined by a study and supported by law. The fund will be collected mainly from the following sources:

- Voluntary contributions in the form of money or in kind from direct stakeholders and supporters to finance activities that are vital to the growth and development of the sector and various other activities to be undertaken at different levels; cost sharing mechanisms also,
- Small contributions to be made out of annual incomes on the basis of an agreement to be reached with the main stakeholders, who as managers of tourist attractions and providers of goods and services directly benefit from tourism, constitute a key source. Implementation shall be determined with the participation of all stakeholders concerned on the basis of a detailed study to be conducted.
- Various gifts, royalties, endowments, etc. intended to enrich the fund and voluntarily bestowed by those that benefit from the growth and development of tourism as direct participants and others,
- Income from fund raising programs organized at various levels to boost the fund,
- Other funding sources to be identified by detailed future studies.

5.4. TOURISM PLANNING

Fulfilling the requirements of tourism policy, minimizing its negative impacts, and reaping the rewards, are the primary goals of Tourism Planning. **Planning** is particularly important for tourism development because of two characteristics of the tourism industry. **First**, tourism is a complex industry that stretches across many different sectors and businesses (therefore, it affects a wide-range of areas); **second**, tourism development usually requires both the public and private sectors to undertake major capital investment projects (hotel accommodations, public works infrastructure, transportation links). Because of these two characteristics, a lack of planning can result in mistakes that cannot be corrected (or are extremely costly to rectify), and which the host community will have to endure for many years.

5.4.1. Concepts Of Tourism Planning

Effective tourism planning utilizes those general planning concepts that have proven to be effective in meeting the challenges facing modern development processes, but adapted to the particular characteristics of tourism.

In its broadest definition, planning is organizing the future to achieve certain objectives. It is a general term which signifies a proposed method of action or procedure to achieve a predetermined goal or objective. Planning is the process of identifying objectives and defining and evaluating methods of achieving them. Planning now applies the comprehensive and **integrated approach**, which recognizes that all development sectors and supporting facilities & services are interrelated with one another and with the natural environment and society of the area. The **systems approach** to planning requires that sufficient information be obtained about the system in order to understand and analyze it.

An important aspect of planning is community involvement in the planning process and decision making. This is based on the concept that planning is for the residents of an area, and they should be given the opportunity to participate in the planning of its future development and express their views on the type of future community they want to live in.

5.4.2. Stages In The Tourism Planning Process

There are 8 basic stages in the tourism planning process, applicable to any national or regional planning situation.

1. **Study preparation:** The first stage is careful preparation of the study so that it achieves its main aim of providing appropriate development guidance. It is identifying the project (to plan for something to be done). This stage involves agreement on the project terms of reference, selection of the team members, and appointment of steering group to oversee the project, and organizing the study activities.
2. **Determination of development goals and objectives:** It involves setting the objectives of the project. The precise objectives of the tourism development must balance the economic, environmental and socio-cultural impacts that the development will generate, and should stress the priorities where there is potential conflict. Although the goals and objectives are agreed at this early stage, the development process must be sufficiently flexible as to allow further focusing and alterations as the project proceeds.
3. **Surveys:** It is an inventory of the development area in terms of prevailing situations. It involves collecting data, both quantitative and qualitative, on the characteristics of the development area and the current demand/supply situation in terms of tourist activity. Working from the general to the specific, this stage of the planning process will entail the analysis of global tourism patterns and trends, any existing data on current tourism arrivals, an inventory of all the elements of the existing and planned tourist infrastructure and facilities, plus coverage of the economic, environmental, social and cultural aspects of the plan.
4. **Analysis and synthesis:** It involves a structured analysis and synthesis of the data collected at stage 3 to arrive at a number of important outcomes, including:
 - ❖ Market analysis-this will detail the expected level and type of demand, and should include target numbers of tourists.
 - ❖ The required supply of tourism facilities-from the market analysis, it will be possible to plan the number and type of accommodation, transportation and attractions, plus manpower levels.
 - ❖ Infrastructure requirements- improvements to existing infrastructure and the development of new infrastructure can be determined from the data collected at stage 3.

- ❖ Environmental, social and cultural effects-this will involve establishing carrying capacities and proposing mechanisms to limit detrimental impacts while at the same time maximizing tourism's beneficial effects.

Analyzing (breaking down into different components) and *synthesizing* (putting together the components having the same nature) of the survey outcome is essential as to know what kind of approach is required.

An important part of this stage is the identification of major opportunities and/ or constraints for developing tourism. This provides a focus for formulating recommendations and identifies how to maximize the opportunities and overcome the constraints.

5. **Plan formulation:** It is formulating a policy for development along with operational aspects. This stage is best approached by preparing and evaluating alternative development scenarios, since there is seldom one ideal set of principles, but rather optimal choices that balance costs and benefits. The alternatives are evaluated according to a range of factors such as *how they meet the development objectives, maximizing economic returns, reinforcing positive tourism impacts and minimizing the detrimental environmental and socio-cultural effects of tourism development.*
6. **Recommendations:** It is seeking technical expertise from different disciplines. In other words, it is the formulation of the institutional recommendations, drawn up with due regard to the views of the project steering committee.
7. **Implementation-** Addresses how the plan will be in action. It is putting the plan and the recommendation in to action/operation.
8. **Monitoring-** Address the detection of any problems that arise (e.g. through continuous feedback on implementation), so that appropriate remedial action can be taken.

Plans generally need to be adjusted over time due to changing goals, changing market conditions and unanticipated impacts.

5.4.3. Significance Of Tourism Planning

As we have seen in chapter three, tourism generates both positive and negative environmental, socio cultural and economic impacts. The purpose of all tourism planning activity is to guide future tourism actions in order to meet predetermined objectives in a way that reduces potential conflicts and maximize benefits. The tourism sector objectives can be achieved more

effectively if carefully planned and integrated in to the country's total development plan and program. Specifically, tourism planning is necessary for the following reasons:

- ❖ As modern tourism is a relatively new type of activity in many areas, a tourism plan and development program can provide guidelines in those areas for developing tourism.
- ❖ Tourism is a complicated, multi- sector and fragmented activity involving other sectors such as agriculture, fishery, manufacturing, etc. planning and project development coordination are necessary to ensure that all elements developed in an integrated manner to serve tourism as well as general needs.
- ❖ Much of tourism is essentially selling a product of an experience comprised of visitor use of certain facilities and services. There must be careful matching of the tourist markets and products through the planning process.
- ❖ Tourism can bring various direct and indirect economic benefits that can be best optimized through careful and integrated planning.
- ❖ Tourism planning can be used as process for optimizing the socio-cultural benefits and prevention or lessening of the problems.
- ❖ Careful planning is required to determine the optimum type and level of tourism that will not result in environmental degradation and to tourism as a means to meet environmental conservation objectives.
- ❖ Satisfying the manpower needs of tourism requires careful planning and programming and, in many cases, developing specialized training facilities.

5.4.4. Tourism Planning Approach

The basic tourism planning approach is aimed at practical application in the formulation of tourism development policies and plans. The basic planning process expressed previously provides the general planning framework. The approaches of tourism planning are as follows:

- ❖ ***Continuous, incremental and flexible approach***- tourism planning is seen as a continuous process with adjustments made as needed based on monitoring and feedback, but within the framework of maintaining the basic objectives and policies of tourism development.
- ❖ ***Systems approach***- tourism is viewed as an interrelated system and should be planned as such.
- ❖ ***Comprehensive approach***- a holistic approach.

- ❖ Environmental and sustainable development approach.
- ❖ ***Integrated approach***- related to systems and comprehensive approaches, tourism is planned and developed as an integrated system with itself and overall plan & development patterns of the area.
- ❖ ***Community approach***- community involvement in the planning, decision making, development and management of tourism.
- ❖ ***Implementable approach***- the tourism development policy, plan and recommendations are formulated to be realistic and implementable, the implementation techniques being specifically identified and adopted throughout the policy and plan formulation.
- ❖ ***Application of a systematic planning process.***

This approach is applied conceptually to all levels and types of tourism planning, but specific form of application will, of course, vary depending on the type of planning being undertaken.

5.4.5. Levels And Types Of Tourism Planning

Tourism planning is prepared at various levels, with each level focusing on a different degree of specificity. Although not always possible to achieve, the planning should be prepared in sequence from the general to the specific, because general levels provide *the framework and guidance* for preparing specific plans. The various levels of tourism planning and design are described below.

International Level

This level of planning is concerned mostly with international transportation services, the flow and tour programming of tourists among different countries, complementary development of major attraction features, and multi country marketing and promotion programs. Some limited tourism planning, marketing and cooperative activities generally take place at the international level through organizations such as UNWTO, IATA, and ICAO.

The international planning level is weak because it depends on the cooperation of individual countries.

National Planning

The national level of tourism planning is focused on several elements as listed below:

- ✓ Tourism policy

- ✓ The general amount, types and quality level of accommodation and other tourist facilities and services required.
- ✓ The major tour routes in the country.
- ✓ Overall tourism marketing strategies and promotion programs.
- ✓ Tourism organizational structure, legislation and investment policies.
- ✓ Education and training institutions.
- ✓ Facility development and design standards.

Regional Planning

The regional level of tourism planning is for one region of a country, often a state or province, and formulated within the framework of the national tourism policy plan, if such exists. Regional planning focuses on the elements of:

- ✓ Regional policy
- ✓ Regional access and the internal transportation network of facilities and services.
- ✓ Type and location of tourist attraction.
- ✓ Amount, types and location of tourist accommodation and other tourist facilities and services.
- ✓ Regional level of environmental, socio-cultural and economic considerations and impact analysis.
- ✓ Regional level training and education programs.
- ✓ Marketing strategies and promotion programs.
- ✓ Organizational structure, legislation, regulation, and investment policies.

Sub Regional Planning

In some countries or regions, there is a need for sub regional planning, which is more specific than the regional level, but not as detailed as development area or resort land use planning.

Development Area Land Use Planning

Tourism development areas designed for integrated tourist resorts, resort towns, urban tourism, and tourist attractions require land use plans. This more detailed level of planning indicates the specific area for hotels and other types of accommodations, retail shops and other tourist facilities, recreation parks and conservation areas, the transport system of roads,

walkways and other elements such as local airport or rail way line and station, and the planning for other infrastructure of water supply, electric power, etc.

Facility Site Planning

Site planning is very specific planning for individual buildings or complexes of buildings such as hotels, commercial centers, and visitor facilities. The actual location of buildings and other structures, recreation facilities, streets and walkways, parking, landscaping areas, and other land uses & their interrelationships are shown in map form.`

CHAPTER SIX

TOURISM LANDSCAPE IN ETHIOPIA

- Cultural landscape, ancient civilizations, religion and tourism, and socio-economic impact of tourism on communities

6.1. Introduction

Ethiopia is one of the countries with the richest histories in the African continent; it is with a land of contrast and surprise of remote and wild places, home to cultural and friendly people. It is the birth place of coffee; Lucy, the world's oldest known almost complete hominid skeleton more than three million years old was discovered here. Ethiopia has so much to offer visitors, the historic route covering the ancient towns of Axum, with its amazing curved obelisks, Christians festival, Gondar with castles and palaces, Lalibela with remarkable Rock Hewan Churches, Negash, one of the earliest Muslim centers from the Prophet Mohammed's era with the Negash Mesgid, the old cities of Harar, and Lega Oda near Dire Dawa where you can see cave paintings considered to be thousands of years old.

There are a number of national parks and several sanctuaries where 277 species of wild life and more than 8050 species of birds can be seen in Ethiopia. The Semen Mountain National park is registered by UNESCO as a world heritage site and is home to three of the endemic mammals Walia ibex, Gelada Baboon and Abyssinian wolf. Ras Dashen, the fourth highest peak in Africa with an altitude of 4620 meters is also located within this national park. Ethiopia is the mosaic of people with more than 80 languages, different life style, customs and cultures. Peoples livelihood vary from pastoralists and farmers to factory workers, business people and academics.

6.2. Historical Development of Tourism in Ethiopia

Tourism was formally launched when it was recognized as an economically visible sector, and bureau was opened in 1961 under the auspices of the prime minister's office. The Ethiopian Tourism Organization (ETO) was established in September 1964 by order No. 36/1964 as an autonomous public authority of the imperial Ethiopian government acting under the supervision of the prime minister.

Towards the discharge of its function, ETO was given broad power, including the entrance into contrast with private, government and semi – government bodies and agencies in the country or abroad, establishing branch offices in Ethiopia and abroad, coordinating and outraging the operation of tourism facilities, services and attractions within Ethiopia, and other powers. In the following years (i.e. in 1966), the supervision of ETO changed from the prime minister to that of ministry of information. The relationship of ministry of information and ETO was lasted up

to the middle of 1969 issued by minister of commerce, industry and tourism . Thus ETO continued to be increasingly active; its tourist promotion activities and efforts was considered to be aggressive and dynamic. In the process, it had contributed a great deal towards the improvement of hotels, and other entertainments and many other tourist service facilities. During this initialization of the tourism industry, the chain activities, tour operation, resort services and hotels, were privately owned, this incapacitated ETO in its direction, control and regulation of plans and procedures. At that time, tourists arrived at Ethiopia significantly increasing showing an average growth rate of 12% through 1964-1978. In 1974 a revolution took place and Marxism – Leninism became the state ideology.

A few years after the revolution(1978), tourism was again reorganized and the umbrella of the Ethiopian tourism commission nationalized tourist class hotels, and already government owned ones reorganized in different hotel chains (National Hotels Cooperation (NHC)), the National Tourism Operation (NTO), the only tourist operation in the country, and Ethiopian Tourism Trade corporation (ETTC).

In 1991 the EPDRF took power and consequently the Ethiopian Tourism Hotels Commission was separated from NHC, NTO and ETTC as separate economic entities and granted management autonomy; most of hitherto government owned tourist services giving organizations are being privatized.

In addition, 11 tourism bureaus are being set up to facilitate tourism promotion and development in their respective region. Exploring the favorable opportunities of the new economic policy, construction and service giving capacity of private tourist class hotels and number of tour operators increased dramatically. There are new hotels and tourist visiting the country also increasing likewise. For example in 1997, 114732 tourists are estimated to have visited Ethiopia and 178.2 million birr is assumed to have been collected as revenue excluding the income generated by the private sectors.

6.3. Role and Performance of Tourism in Ethiopia

Tourism has significant economic and social benefits for the country, which includes among others, foreign exchange earnings, creation of employment, generation of revenue for the government, integration of the national cultures and societies and the like. These days, tourism sector is one of the major economic sectors in the world.

As stated earlier Ethiopia is endowed with exotic natural and manmade historical attractions, which could be the basis for a vibrant tourism industry, if complimented with standardized supporting services. Ethiopia stands among the countries of the world which possess great and unique tourist resources.

Recognizing the crucial role of the sector in economic development, the present government of Ethiopia gives due emphasis to the sector. It is clearly stated in the policy document that there is

a need for creating conducive environment for the sector's expansion and growth. In line with various supportive proclamation, regulation of the sector has been issued. On the basis of the general policy, the government has designed strategies to facilitate the rapid development of tourism in the country. These strategies include:-

- Study, protect and develop the country's tourist attraction.
- Improve, develop and expand tourist facilities, infrastructure and promote the country's tourism resources.

The proper utilization and administration of these resources had been affected due to:-

- Lack of integrated policy
- Lack trained man power
- Lack of financial and material support that are vital to the development of the sector
- Lack of peace and stability
- Drought and famine etc that can change the image of the country from tourist attraction to tourist frustration.

6.4. Tourism Arrivals

Ethiopia's tourism industry had suffered from the adverse effect of a prolonged civil war, drought and famine , limited government relation with tourist generating countries, and restriction on entering and movements of tourists during the years of DERG government from 1974-1992. With culmination of the civil war and the introduction of new economic policies by the new government, tourism is experiencing a more conducive climate for growth and development as evidenced by statistics compiled by the Ethiopian Tourism Commission .

International tourists arrivals in the year 1997 were 115,000 as compared to 79000 in 1990 representing a 46% increases since the last fall year of DERG regime . In terms of origin the 1997 figure showed that 36% come from Europe, 33% from Africa, 14% from the Americas and 12% from the Middle East. Analysis also shows that holly day makers, business travellers, and conference participants made up 60% of the arrivals.

The total number of international tourist arrivals in Ethiopia, although growing, is by no means commensurate with potencial of the countries attraction. The present constraints to grow are identified largely as shortage of tourist facilities and limited promotion. The main tourist destination at the moment is the northern historical route encompassing Bahir Dar, Aksum, Gonder, Mkelle and Lalibela. Addis Ababa, the principal get way to Ethiopia being a business center and a conference venue as well, is in its own right of the major destination.

The other destination chiefly include the wildlife center along the great ritually and the southwest, and the eastern historical areas.

6.4.1. Tourist Facilities and Services

A. Accommodation:- the stock of hotel rooms in the country has sharply increased over the last few years, with imputes coming from the market led economic policies and the liberalized investment policy of the present government , which encourage private, foreign and domestic entrepreneur effect . Reasonable tourist accommodation services are already available at all major attractions. But improvements as well as new constructions are taking place currently in accordance with a newly promulgated classification and standardized system. There are attempts to attract major international hotel chain to the country in addition to the Hilton and Sheraton that are already in.

B. Tour and Travel Operation:- tour operation and travel agency has shown a dramatic growth in the last six years, reaching a record number of 160 firms in 1997. This line of business had been a state monopoly during the previous regime.

C. Transportation:- the chief mode of travel to Ethiopia for tourists is by air, and the main carrier is the Ethiopian air lines which deservedly has a fine reputation for services. Major international carriers such as Lufthansa, Alitalia and Saudi land at Addis Ababa, the principal get way to Ethiopia. Several other air lines are at various degrees of negotiation to fly to Ethiopia. Land transport is generally used for short haul in the locality of the tourist attraction.

D. Tourism Facilitation Measures: having identified major constraints relating to visa and customs regulation and banking services, the federal governments has taken liberalizing steps which will help to facilitate tourism trade. One would also note that the Regional Tourism Bureau, Tour Operators Associations and Hotel Association, has a pivotal role in bringing together the private sector and government regulatory authorities in services of tourism

6.5. Historical Sites and Potential Tourism Areas of Ethiopia

Ethiopia is endowed with different tourism products though the country has earned little benefit from the sector due to partly, the sector has not developed to the state that can attract and accommodate tourists visiting the these tourism destinations. Until very recently, the tourism sector had lacked coordination and clear policy that could lead the sector to a condition of internationally competitive economic backbone, socially viable and environmentally sustainable endeavor.

We can generally group the Ethiopian tourism landscape in to two major types:

1. Cultural landscape Tourism
2. Natural Area landscape Tourism

Cultural Landscape Tourism

The cultural landscape tourism is based on the legacies of past histories and current cultural sites, traditional songs dances, religious places and practices and ethnic group cultures in Ethiopia. Most of the cultural landscape tourism in the country includes the following:

Axum - Mysterious Monoliths

Axum: is located in Northern tip of Ethiopia. It was believed to be founded in the second Century BC after the decline of Yeha, the site of an empire which extended across the Red Sea to Arabia. Axum has a history that goes back more than 2,000 (possibly 3,000) years. It used as the center when Christianity was adopted as a state religion. It has been said that Queen of Sheba was one of the famous Axumite rulers whose capital and residence was the town of Axum itself. Today in remains of the queen's palace, one can see among other things, the bathing room, the throne rooms, a large kitchen of brick opens. The greatest significance, however, is as the epicenter of the Queen of Sheba dynasty, upon which rests the notion of the sacred kingship of the Semitic peoples of Ethiopia - a notion that links the recent past to ancient times in a most unambiguous fashion. Among all the different narratives, the Ethiopian Legend - where Sheba's name becomes Makeda - is the richest and the most convincing.

Axum is renowned for the world's tallest monoliths, or obelisks, carved from single pieces of rock. Some experts believe they were erected to mark the passing of some ancient royal personages; others say that they had an astronomical function. In ancient times **seven** of the **tallest obelisks** stood in what is today known as the 'Park of the Stelae' just north of the modern town square. The largest obelisk, measuring over 33 metres, fell long ago and now lies in pieces. Another, 24 meters high, which was in Rome, was returned to Ethiopia in April 2005 and a third,

23 meters high, remains standing. All three of these stelae (obelisks) were neatly carved with 'doors' and 'windows' to give the appearance of very tall buildings.

Lalibela: Eighth Wonder of the World

Even if the fame of the Seven Wonders of the World has been outworn and the word "wonder" itself has been misused too often, the visitor will rediscover its true meaning, when faced with the rock churches of Lalibela. Ever since the first European to describe Lalibela, Francisco Alvarez, came to this holy city between 1521 and 1525, travelers have tried to put into words their experience, praising it as a "New Jerusalem", a "New Golgotha", and the "Christian Citadel in the Mountains of Wondrous Ethiopia"

The inhabitants of the monastic township of Roha-Lalibela in Lasta, Province of Wollo, dwelling in two-storied circular huts with dry-stone walls, are unable to believe that the rock churches are entirely made by man. They ascribe their creation to one of the last kings of the Zagwe dynasty, Lalibela, who reigned about 1200 A.D. The Zagwe dynasty had come to power in the eleventh century, one hundred years after Queen Judith, a ferocious woman warrior, had tribes up from the Simen Mountains to destroy Axum, the capital of the ancient Ethiopian empire in the north.

The charming Ethiopian folklore pictures telling the story of King Solomon and the Queen of Sheba, which are sold in Addis Ababa, give a popular version of how not only the dynasty of ancient Axum (and present-day Ethiopia) descended from King Solomon,- but also the medieval Zagwe dynasty. The Queen of Sheba gave birth to Menelik, who became the first king of Ethiopia. But the handmaid of the Queen, too, gave birth to a son whose father was King Solomon, and her son was the ancestor of the Zagwe dynasty.

The Zagwe kings ruled until the thirteenth century. When a famous priest, Tekla Haymanot, Persuaded them to abdicate in favor of a descendant of the old Axumite Solomonic dynasty.

There are three basic types of rock churches in Ethiopia:

Built-up cave churches, which are ordinary structures inside a natural cave (Makina Medhane Alem and Yemrehanna Krestos near Lalibela are examples of this style). **Rock-hewn cave**

churches which are cut inwards from a more or less vertical cliff face, sometimes using and widening an existing natural cave (Abba Libanos in Lalibela).

Rock-hewn monolithic churches which imitate a built-up structure but are cut in one piece from the rock and separated from it all round by a trench. Most churches of this type are found in or near Lalibela (Bet Medhane Alem, Bet Maryam, Bet Giorgis, and others). Nowhere else in the world are constructions of this particular kind found.

The foreign influences, apparent in Lalibela, i.e., the Persian ogee-arch, may already have been absorbed into the pre-Christian and early Christian Axumite culture. Authorities contend that the rock churches were not constructed all at one time, and it has even been conjectured that the oldest are the more refined ones strictly adhering to Axumite style. While the first rock churches may originate from the late Axumite period and the newer ones in Ethiopia certainly were constructed after Ahmed Gragn's devastating wars in the sixteenth century, the most important ones, in particular in Lasta, which includes Lalibela, were all created during the Zagwe period.

It is also assumed, though not proven that at least the senior craftsmen came from other regions, e.g. Egypt or Jerusalem. A nineteenth century traveler is said to have seen a manuscript according to which King Lalibela hired foreign craftsmen, and a similar document is said to be in the possession of Bet Maryam. But here, too thorough research is required to clarify the problem.

The paintings in the churches are all from a later date some originating in the fifteenth century, some in the seventeenth and eighteenth centuries. Byzantine motifs are found in fifteenth century paintings proving long standing contact with the Byzantine world.

The rock churches thus reflect the blending of Axumite tradition and early eastern Mediterranean Christianity: Yet they are an entirely new creation of early Christian art on Ethiopian soil

Gondar: The Camelot of Africa

The oldest of Gondar's many imperial structures is the impressive 17th century palace of Emperor Fassiledes. Many other fascinating historical buildings and relics can be seen in the area. Gondar, once the Ethiopian capital, was home to a number of emperors and warlords, courtiers and kings. The graceful city of Gonder, founded by Emperor Fassiledes, became the capital of the Ethiopian empire around 1635. This settlement, which became Fassiledes' principal headquarters, grew into an important town, and remained Ethiopia's capital, and most popular city, for over two centuries. Fassiledes endowed his capital with a sizeable palace, known as the *fasil gemb*, or *Fasil* building. It was larger and more impressive than any structure in Ethiopia up to that time.

Fasilidas, who reputedly constructed many other buildings and bridges in the city, was succeeded by his son, Emperor Yohannes (1667-1682), and later by his grandson, Iyasu I (1682-1706), both of whom built more palaces in the vicinity of *fasil gemb*. Iyasu's most lasting achievement was the church of Debre Berhan Selassie, the light of the Trinity, which stands, surrounded by a high wall. The inside is marvelously painted with great scenes from religious history.

It is set in the middle of a large rectangular bath, reminiscent of a modern swimming-pool, which was traditionally filled with water brought by pipe from the nearby Qaha River. It was intended for the Timket Celebrations which commemorated the Baptism of Christ—a use to which the bath is put to this day. Several more palaces were raised by both Yohannes I and Iyasu I. They later built a large two-storey crenellated structure beside that of their grandfather Fasilidas.

The reigns of the first three Gondarine rulers thus witnessed a steady expansion of the city, in the course of which an imperial quarter came into existence.

Gondar is a town of fairy-tale medieval castles and is noted from the design and decoration of its churches, masterpieces, which were constructed from stone in the form of crenellated castles, are of a significant distinctive design.

Flanked by twin mountain streams Gondar retains an atmosphere of antique charm mingled with an aura of mystery. The city was once a vigorous and vital centre of religious learning and art. Painting and music, dance and poetry, together with skilled instructions in these and many other disciplines, thrived for more than two hundred years. Fassiledes and his successors saw their elegant capital as a renaissance of Ethiopian culture and so patronized the arts. The fascination with painting, mainly expressed through church murals, icons, illuminated manuscripts and scrolls, has remained. Religious themes dominate all but the most recent Ethiopian art.

The palace compound was surrounded by a 'high outer-wall;' which was about a mile in circumference, with outer precincts all occupied by soldiers, laborers and out-doors servants. **Qesquam** is wonderful and historic place.

Because of its extensive population, and the considerable patronage offered by both state and church, Gondar emerged as a major handicraft center. Many of the city's principal artisans come from minority groups. **Falasha (Jewish)** craftsmen include blacksmiths, weavers and masons, and their womenfolk are potters. Muslim craftsmen are mainly weavers and tentmakers, some of whom also served as tent carriers and carpenters.

Bahirdar: located at Amhara National Regional State of Ethiopia. It is about 578km from Addis Ababa to the north west of the country. It is located on the southern shores of Lake Tana on an elevation of 1840m above sea level. This is the source of the Blue Nile with its most spectacular features, the Tis Esat Water Falls. It is one of the leading tourist destination in Ethiopia with a variety of attraction in the nearby Lake Tana and Blue Nile River. The city is also considered as one of the most beautiful, well planned and safest.

Yeha: is on the road going from Axum to Mekele. The Temple was built on hill which lies at a foot of a mountain. It is here that you may see the towering ruins of yeha's temple of the moon, an imposing rectangular edifice built more than 2500 years ago. The temple speaks eloquently of the works of an early high civilization, although little is actually known about the people who

built these great edifices. The remnant of yeha, sabeans scripture can still be recognized based on the types of sabean writing, the temple has been dated around the 5th century BC.

Harar: the historic walled city of harar in eastern Ethiopia was a major trading center of islamic learners. Fortified agaist enveders, its protective wall was built between the 13th and 16th century. The wall or Jegol which is still intact is about 4m high and pierced by 5 gated. The wall was built during the time of Emir Nur Ibinmujahid the successor of Ahmed Ibinibrahim Al-gazi also known as Ahmed Grang.

Negash : Negash, a village in the Tigray is known as the earliest muslim settlement in Africa; a 7th century has been excavated inside the villge boundaries. Negash is also known for Negash Amadin Mesgid(mosque). The fisth hijra occured in 615 when a band of muslim were councilled by Prophet Muhammed to escape from Mecca and travel to the kingdom of Aksum, which was ruled by a christian king and they settled with him.

Tiya Ancient Stones

It is found 90km south of Addis Ababa. The Stele site of Tiya in Gurage Zone is registered in the UNESCO world heritage list as world heritage sites in 1980. Tiya is distinguished by 36 standing stones or stelae. They are marking a large, prehistoric burial complex of an ancient Ethiopian culture. According to UNESCO, this is the remains of an ancient Ethiopian culture whose age has not yet been precisely determined. The errection megalitic of such monnuments is very ancient tradition in Ethiopia .

The site contains more than 40 ancient steles. The largest of which stands up to 3.9m high. They form only one cluster and are intriguing and mysterious. Almost nothing is known about the monoliths carves or their purpose. Most of the stones are engraved with enigmatic symbols, notably swords. French excavations have revealed that the stele mark mass graves of individuals aged between 18-30 years

Hadar (lucy) : in 1974, the 3.2 million years old remains of the ancestral Australopithecus Afarences were found in Hadar area of Ethiopia by a team lead by Donald Johanson of Chikago , popularly known as **lucy** in Ethiopia called ‘ Dinknesh’. This is only one of the many major scientific discoveries in the area. After 20 years, in 1994 scientists discovered new fossil of 4.4 millions old at 45 miles south where lucy was found known as Ramidas Kadaba.

Sof Omer: The Sof Omer is the unique tourist attraction of its kind in the country. It is a complete system of originally developed large and small passages holes and grottoes. The river which formed the cave cut its gorge up to 120metres deep on the plateau, underground 1345m. The flowing water has formed a multitude of small cavities columns, dams and other shapes that

make the wall of the cannon so pikaesque. The total length from the upstream point where it disappears underground to resurgence is 1.2kms. River passage is as large as 25-40m wide gallery with vertical 10-50m high wall. Sof Omar can be reached from Addis Ababa by road or by first fly to Goba then 140kms from Goba to Sof Omar. There are no hotels or any sort of tourist infrastructure around the cave. These situations have hampered the tourist movement to the area.

Konso Cultural Landscape

Konso Cultural Landscape is a 55 square km arid property of stone walled terraces and fortified settlements in the Konso highlands of Ethiopia. It constitutes a spectacular example of a living cultural tradition stretching back 21 generations (more than 400 years) adapted to its dry hostile environment. The landscape demonstrates the shared values, social cohesion and engineering knowledge of its communities. The site also features anthropomorphic wooden statues - grouped to represent respected members of their communities and particularly heroic events - which are an exceptional living testimony to funerary traditions that are on the verge of disappearing. Stone steles in the towns express a complex system of marking the passing of generations of leaders.

The cultural properties including the traditional stone wall towns (Paleta), ward system (kanta), Mora (cultural space), the generation pole (Olayta), the dry stone terracing practices (Kabata), the burial marker (Waka) and other living cultural practices are reasons for the precipitation of the Konso cultural landscape to be listed on UNESCO world heritage sites list. All the necessary requirements have completed including, field studies, data collections, nomination file/document and management plan of the Konso Cultural Landscape.

Terrace: The Konso have adapted a terrace agricultural system and the core Konso area is characterized by extensive dry stone terraces. These terraces retain the soil from erosion and create terrace saddles that are used for agriculture. The terraces are the main features of the Konso landscape and the hills are contoured by the dry stone terraces that could reach at some places up to 5m high. The terraces retention walls are built with heavier blocks at the base. The saddles that are prepared for agriculture are between four and eight meters wide at most places

The walled town (Paleta): The Konso live in dry stone walled towns (Paleta) located on high hills selected for their strategic and defensive advantage. The Konso villages remarkable for the beauty and simplicity of its workmanship, constructed entirely from natural materials, cultivated or constructed from the surroundings. The village is ringed by dry stonewalls, at least a meter thick and three meters high.

Mora: Cultural space of Konso located at the center of the main central enclosure and at different locations within the walls, and sometimes outside the walls. Paths from all gates lead to these Moras. The individual walled town (Paleta) has up to 17 Moras, which are connected to one other by footpaths. The Moras retain an important and central role in the life of the Konso.

They usually have one or two-story grass thatched houses, called Pafta. The Mora comprise an open sided sitting area beneath a huge thatched roof with a heavy wooden ceiling and above the ceiling there is therefore an; ittic' the ground floor of the Mora is expertly paved to form a public area where the men gather to govern the village life. It is also a place for recreation, the youth may gather here to play chat and relax during the day when they are not working. The attic of the Mora meanwhile is where all the adult men are obliged to slip at night. They have a responsibility to protect the villages from various an expected incidences such as fire and any other attack.

Natural Area landscape Tourism

The agro ecological variations and different landscape in Ethiopia have contributed for the natural resources endowment of the country. Accordingly, Ethiopia is home to numerous biological diversities, including the most precious species of plants and animals. At times when global biodiversity vanish from the earth surface, Ethiopia has strongly preserved its resources that would otherwise face the threat of extinction. These natural resources including fauna and flora species are conserved and protected by the communities, local administrations, regional governments and the federal governments. The indigenous culture of societies at wildlife habitats is very important in the strive to the sustainability of these resources. The important natural sceneries in Ethiopia includes the culture and tradition, politics, the issue of land tenure, claim of benefit from protected areas that close access to the resources and conflict arising between tourism developers as well as local communities, the long term conservation plan and the human wildlife conflict that put the tourism and conservation planning under pressure.

In Ethiopia there are different wildlife conservation areas both at local regional and federal levels. Accordingly, there are national parks, sanctuaries, game reserves and community conservation areas.

National Parks and Sanctuaries

In Ethiopia there are 11 national parks and two sanctuaries being conserved under the Ethiopian Wildlife Conservation Authority. These national parks have been established at different times in different regions. However, these national parks share many things in common. These include lack of legal boundary that would help to make easy the development and management of the parks and the tourism development viable. The absence of legal boundaries in these parks is said have produced greater obstacles for park managers as people simply intrude into the park and disturb the wildlife habitat, which highly impact tourism images. The local communities claim

access right to these resources because their ancestor belonged there and they have used the parks area for decades. This is almost common to every park in Ethiopia. This park- community hostility is worsened by lack of economic returns accrued to the local people as the tourism level is at its infancy stage. The national parks in Ethiopia include:

1. **Semein mountains national park**
2. Bale mountains national park
3. Nachisar national park
4. Omo national park
5. Abijata-Shala Lake national park
6. Gambela national park
7. Yangudy-Rasa national park
8. **Kafta Sheraro National Park**
9. Alatish National Park
10. Geraile National Park
11. Awash National Park

From these national parks only few national parks have so far managed to attract tourists. Simen Mountains National Park, Nech Sar National Park, Bale Mountains National Park, Awash National Park and Abijata Shalla Lakes National Park are among very few national parks being visited by international tourists.

With regards to their local socio economic impacts only Simen and Bale Mountains National Parks are on the track of good community participation and benefit sharing. The local communities are benefited from different sources such as guiding, horse lending porting handicraft selling and cooking.

Sociological studies are required in tourism sector in Ethiopia, especially the impact of tourism on the local impacts roles of community in tourism development as well as benefit sharing claims.

Bale Mountain National Park: is located in the southern highlands of Ethiopia, in Oromia region, 425kms from Addis Ababa. The mountain rise a height of over 4000m, with Mount Tulu Dimtu, the second highest pick in Ethiopia raising to 4377metres high. The Bale Mountain National Park which covers an area of 2470squares kilometers, is one of

the best to see the endemic Ethiopian Wolfe, the Mountain Nyala, Minilik's Bush Buck and Semen Red Fox. Other animals to be seen include Anubis Baboons, Columbus, Monkeys, Giant Forest Hog and most colorful birds. The foot of the mountain covered with dense forests from which streams and rivers are flown down into different directions.

Awash National Park: located in lowlands, 22km east of Addis Ababa. The south boundary of the park is formed by Awash River which swings north soon after leaving the park and eventually disappears in to the Afar Region. The park covers an area of 827 square kilometers. In the middle of the park is the dormant volcano, fantale reaching the height of 2007m. The slopes of the volcano comprises an extensive area of ponds, crater lakes and numerous mineral hot springs. Temperature in the park is hot and can reach as high as 40 degree Celsius. The wild life of Awash National Park reflects its dry nature at times and all places; it is possible to its population of mammals such as the Beisa Oryx (sala), Bat-Eard Fox , Soemmerrings Gazella and Wild Pigs which are common there. Zebra, Cheetah, Serval, and Leopards are also there. One can also see Crocodiles and Hippopotamus in the Awash River. About 350 species of birds are also recorded in the park, Awash Fall along the valley is also one of the spectacular feature attract the eyes of visitors in this park including its lodge.

Semen Mountain National Park: is found in North Gonder Administrative Zone. It is Located in 13o 11'N and 38o 4'E on 140 Km North of Gonder Town. This park is kown for its interested wild life such as Wilia Ibex, Semen Fox , Gelada Baboon and many species of birds and plants. The Ras Dashen Summit with height of 4620m is also found in this park. Due to these spectacular features the park has been declared as World Heritage site by UNESCO.

Abjata-shalla Lakes National Parks: located in the Great Rift Valley, only 200 km south of Addis Ababa. With Lake Langano Recreational area, the Abjata Shalla Lakes National Parks attract numerous visitors. There are over 400 bird species recorded here, especially large number of flamingos are gathered here. One can also see different mammals like Grant Gazelle, Oribi Warthog, and Golden Jackals. Hot springs are also common in this park.

Mago and Omo National Parks: both are found in Southern Nation and Nationalities Peoples Regional State of Ethiopia. On 770kms and 870kms South West of Addis Ababa respectively. Both parks are enriched with spectacle game animals(wild life's) such as Buffalo, Elephants , Giraffe, Cheetahs, Lion, Leopards, Zebra Hartebeests, and many other mammals. Over 306 species of birds can also be seen. The area is one of the most culturally diversified part of the country to be visited. However these parks are one of the least visited areas in East and Central Africa.

Nechsar National Park: it is located 505 km south of Addis Ababa in SNNP region. It covers an area of 514 sq km and established in 1974. The Park is home of the endemic Swayne's Hartbeets,

Hippos, Zebra, Crocodile and more than 250 species of birds. Unique physical feature like Lake Abbyaa, Chamo and Forty Springs are all found along this park.

Gambella National Parks: is found in Gambella Region 777km away from Addis Ababa. The park lie in the west part of the country along important River Baro , near town of Gambella. It is one of the Ethiopian's least developed parks. The natural environment of the park has contributed to the presence of wide variety of wild life, including big mammals such as White Eared Kob, Roan Antelope, Topi Elephants, Nilechwe Buffalo, Giraffe, and the unusual Whale Headed Stork and birds. Unique physical features are largest wet land in the country including big 4 rivers.

Yangudi – Rassa National parks: it is located in Afar Region 430 km away from Addis Ababa. It is covered areas of 4737 sqkm. km and established in 197. Key species are Sommerrings and Dorcas Gazzelle. Unique physical features are Awash River and mount Yangudi.

Sanctuaries of Ethiopia

1. Babile Elephant Sanctuary
2. Senkelle Swayne's Hartebeest Sanctuary

Babile Elephant Sanctuary: is located in Oromia Region at about 557km away from Addis Ababa. It is the largest wild life conservation area in the country, here are found the diminishing endemic sub – species of African Elephants (*Loxodonta Africana*)and different species of birds unique physical feature here is Gobele and Erer Vally , Jurassic Rocky Limestone appearances.

Senkelle Sanctuary: it is found in Oromia And SNNP regions 300km away from Addis Abbaba. The sanctuary was established for endemic subspecies of the Hertebeet (*Alcephaus Buselphus Swayne*) to save it from extinction. Here one can also see Oribi Warthog, Greater Kudu and many different species of birds. Unique physical feature to view here is the lalima/borena hills.

Guassa Community Conservation Area - The first African community conservation area.

The **Guassa Community Conservation Area** (GCCA) is one of the oldest known common property resource management in [Sub-Saharan Africa](#). It is located 80 km off the main highway from Addis Abebe to Dessieat the [Menz Gera](#) Administrative District of Northern Shewa in Amhara regeion. The area is home to numerous endemic birds and wildlife species, including the iconic [Ethiopian wolf](#) and the [Ethiopian Gelada](#). The high altitude Afro-alpine [Festuca](#) grassland, or 'Guassa' grass gives the area its name.

It has been the focus of an indigenous natural resource management institution, known as “Qero,” system for over 400 years. The Qero system is organized by two formally elected chiefs who oversee the beneficiary communities to ensure equitable resource distribution, and enforce the bylaws protecting the common property resources. Based on traditional tenure patterns, rules of protection and utilization as well as enforcement are essential aspects of the Qero system. Further organization of the user community into parishes gave the Guassa area the status of consecrated land, under the protective patronage of the parish, which reinforced the Qero system with the prestige, power, and authority of another important local level institution. In the process, the Guassa common property resources became a kind of sacred entity. Following the [1974 popular revolution](#), the government nationalized all rural land in the country, disbanded all local level land tenure and common property natural resource management institutions. This agrarian reform destroyed the functionality of the Qero system and the Guassa area was turned into an open access resource, which resulted in extreme decline of natural resources in the area.