**DEBARK UNIVERSITY**

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**COLLEGE OF BUSINESS AND ECONOMICS**

**DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT**

**POTENTIAL, CHALLENGES, AND OPPORTUNITIES OF CULTURAL TOURISM IN CASE DEBARK WOREDA**

**A SENIOR ESSAY SUBMITTED TO THE DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF BACHELOR OF ARTS (BA) IN TOURISM AND HOTEL MANAGEMENT**

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# ACRONYMS AND ABBREVIATIONS

CSA: Central Statistical Agency

ECTARC: European Center for Training and Regional Co-operation

LDC: Less Developed Countries

LEDCs: Less Economically Developed Countries

OECD: Organization for Economic Co-operation and Development

UNWTO: United Nations World Tourism Organization

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# CHAPTER ONE

# INTRODUCTION

## 1.1 BACKGROUND OF THE STUDY

In the 1960s, tourism emerged globally as a distinct form of development, particularly for less developed countries (LDCs) and economically peripheral European economies like Spain and Greece (de Kadt, 1979). Today, the World Tourism Organization (2002) continues to promote tourism as a significant development strategy, highlighting its dynamism and potential to address poverty more directly. Tourism is also favored as a development option due to the accompanying infrastructure improvements, such as highways, airfields, hotels, and other facilities, which are often constructed primarily for the tourism industry (Shaw and Williams, 2002).

Cultural tourism, despite lacking a universally accepted definition, generally pertains to the exploration of a countries or region's cultural heritage, including its history, architecture, religion, and customs (OECD, 2009). Jamieson (1994) notes that defining cultural tourism is challenging due to the complex interplay between 'culture' and 'tourism.' This form of tourism is seen as more considerate and less harmful to local cultures, with participants often considering themselves as thoughtful tourists who are cautious, sensitive, and constructive in their behavior. However, Brian Wheeller (1997) argues that while this less destructive approach may soothe the consciences of thoughtful tourists, it still contributes to the spread of global tourism.

Debark Woreda, located in the Amhara National Regional State, is rich in cultural resources that could be managed and developed by the community and stakeholders. The region's cultural heritage represents a valuable asset that could attract both domestic and international tourists. This proposal aims to harness the rich cultural heritage of Debark Woreda to promote sustainable tourism development, enhance local infrastructure, and provide economic opportunities for the community.

## 1.2 STATEMENT OF THE PROBLEM

Cultural tourism offers regions a valuable opportunity to showcase their unique heritage and attract travelers in search of authentic cultural experiences. Despite its potential, this sector faces significant obstacles that hinder its full development and impact.

Debark Woreda faces significant challenges in promoting its cultural assets effectively to both domestic and international tourists. Despite possessing rich cultural heritage, the region suffers from inadequate visibility and outreach efforts, resulting in the underutilization of its cultural assets. This limitation hampers the influx of tourists who could otherwise contribute to local economic growth and cultural preservation efforts. Additionally, Debark Woreda's tourism potential is hindered by inadequate infrastructure, including poorly maintained roads, insufficient accommodations, and inadequate visitor facilities. These deficiencies not only detract from the overall tourist experience but also restrict accessibility to the region's cultural sites and natural attractions.

Furthermore, the lack of sufficient measures to ensure the sustainable management of natural resources and landscapes in Debark Woreda poses a significant challenge to its cultural tourism development. Without robust conservation strategies, tourism activities risk negatively impacting local ecosystems and biodiversity. Potential consequences include habitat degradation, loss of biodiversity, and disruption of fragile ecosystems that are integral to the region's appeal.

In addition to environmental concerns, safety and security issues in tourism are heightened in regions affected by political instability and conflict. The perceived risks associated with instability and inadequate security measures at tourist sites and accommodations can deter travelers, impacting tourism revenue and development. This apprehension among potential visitors often leads them to opt for destinations perceived as more stable and secure, which in turn affects the economic prospects of the affected regions.

Moreover, the lack of community engagement and awareness regarding cultural tourism presents another significant challenge. When local communities are not sufficiently informed about the benefits of cultural tourism such as economic growth, job creation, and cultural preservation they may not actively support tourism initiatives. This minimal participation can hinder the development of necessary infrastructure and services that cater to visitors, ultimately compromising.

In this manner, our research will focus on addressing critical challenges facing cultural tourism in Debark Woreda with innovative solutions. We plan to enhance visibility and outreach through targeted marketing strategies and digital platforms, tailored to showcase the region's cultural heritage and attract diverse tourist demographics. Improving infrastructure will be a priority, exploring sustainable development models to upgrade roads, accommodations, and visitor facilities, thereby enhancing the overall visitor experience and supporting local economic growth.

Environmental sustainability will remain central, with research focusing on conservation techniques and community-based approaches to protect natural resources. Addressing safety concerns, we aim to evaluate and enhance security measures in collaboration with local and international stakeholders, ensuring visitor safety amidst potential political instability or conflict.

Additionally, we will investigate strategies to strengthen community engagement, fostering local participation in tourism initiatives and aligning development with community needs and values. Through these efforts, we aim to establish Debark Woreda as a sustainable and thriving cultural tourism destination that celebrates its heritage, protects its environment, and benefits both residents and visitors alike.

## 1.3 RESEARCH QUESTIONS

The research will intends to answer the following questions:

* What are the potential cultural attractions of Debark and is their benefits to the local community?
* What are the challenges of cultural tourism in Debark Woreda?
* What are the opportunities of cultural tourism in Debark Woreda?
* What is the current status of cultural tourism in Debark Woreda?

## 1.4 OBJECTIVE OF THE STUDY

### 1.4.1 GENERAL OBJECTIVE

The general objective of this research is to assess the Potential, Challenges, and Opportunities of Cultural Tourism**.**

### 1.4.2. SPECIFIC OBJECTIVES

In addition to general objective

* To conduct a thorough assessment of the current state of cultural tourism in Debark Woreda, focusing on existing attractions, visitor demographics, infrastructure, economic impact, and promotional strategies.
* To identify and evaluate potential cultural attractions within Debark Woreda that could enhance tourism opportunities, while assessing their socio-economic benefits to the local community through job creation, income generation, and preservation of cultural heritage.
* To identify the challenges of cultural tourism in Debark Woreda.
* To identify the opportunities of cultural tourism in Debark Woreda.

## 1.5 SIGNIFICANCE OF THE STUDY

* This research primary will use to fulfill a partial BA degree in tourism and hotel management.
* The aim of this study is to assess the potential, challenges, and opportunities of cultural tourism in Debark Woreda. The findings derived from this study will have numerous vital roles for various stakeholders in tourism.
* It will assist in enforcing and implementing new policies and strategies related to cultural tourism. The study will serve as a motivational factor to promote and preserve culture.
* It will help identify the challenges and opportunities facing cultural tourism and provide potential responses and recommendations to address these issues.
* Additionally, the research will serve as a reference for future studies in the same field.

## 1.6 SCOPE OF THE STUDY

The research will be conducted with in a limited scope concerning geographical, budgetary, temporal, and conceptual delimitations. The study will cover only the Woreda of Debark, excluding its surrounding areas. Additionally, the study will assess only in the potential, challenges and opportunities of cultural tourism in Debark Woreda.

## 1.7 DEFINITION OF OPERATIONAL TERMS

**Culture**: is the way of life, especially the general customs and beliefs, of a particular group of people at a particular geographical area and time.

**Challenge:** can be an obstacle or problem for culture tourism.

**Community:** is commonly considered as a social unit or a group of people who has something is common such as norms, values or identity.

**Cultural Tourism:** means travel concerned with experiencing cultural environments, including landscapes, the visual and performing arts and special or local life styles, values, traditions, events as well as other ways of creative and inter-cultural exchange process.

**Tourism:** is collection of activities, services, and industries which deliver a travel experience comprising transportation, accommodation, eating and drinking establishments, retail shops, entertainment businesses and other hospitality services provided for individuals or groups traveling away from home.

**Tourist**: is a person who travels to and stay in places outside his or her usual environment for at least one night and not more than one consecutive year for leisure, business, or any other propose.

## 1.8 ORGANIZATION OF THE STUDY

This research will have 5 chapters:

The research will be organized into five chapters, the First chapter includes background of the study, background of the organization, statement of the problem, objectives of the study, significance of the study, scope of the study, and organization of the study. Chapter two addresses review of related literature. The Third chapter deals with the Research design and methodology. Chapter four of the Study focuses on analysis and interpretation. Finally, Chapter five presents summary of the major findings, conclusion, and recommendations.

# CHAPTER TWO

# 2. REVIEW OF RELATED LITERATURE

## 2.1 LITERATURE REVIEW

### 2.1.1 Introduction

Tourism encompasses a diverse array of experiences tailored to various interests and motivations of travelers. Among these, cultural tourism stands out as a significant niche that not only attracts visitors but also fosters a deeper understanding and appreciation of diverse cultures worldwide.

### 2.1.2 Concept of Cultural Tourism:

Cultural tourism revolves around travel experiences that focus on the cultural aspects of a destination. It involves interactions with local traditions, heritage sites, arts, cuisine, and community rituals, offering tourists opportunities to immerse themselves in the authentic lifestyles of the places they visit (Richards, 2017). Richards and Munsters (2010) provide both conceptual and technical definitions of cultural tourism. Conceptually, it involves traveling away from one's usual place of residence to cultural attractions in order to gain new insights and fulfill cultural interests. Technically, it encompasses visits to specific cultural sites and events, such as heritage sites and cultural festivals.

Cultural tourism encompasses a diverse array of travel experiences focused on cultural attractions such as heritage sites, arts, and local traditions. McKerracher (2002) argues that all forms of travel inherently involve a cultural exchange, displacing individuals from their own cultural milieu to another. This concept emphasizes that cultural tourism should transcend mere displacement, offering immersive experiences that cater to cultural needs.

Richards (2009) highlights that cultural tourism emerged as a desirable development option towards the end of the 20th century, combining the growth industries of culture and tourism.

Gee and Fyos-Sola (1997) expand on this by highlighting that cultural tourism includes a wide range of attractions, from museums and theatrical performances in developed regions to traditional practices and local crafts in less developed areas. Similarly, the OECD (2009) defines cultural tourism as engaging with a country or region's history, architecture, religion, and customs, underscoring the breadth of experiences it entails.

### 2.1.3 Potential of Cultural Tourism:

Cultural tourism holds immense potential as a driver of economic growth. It stimulates local economies through expenditures on accommodations, dining, and cultural experiences. Moreover, it enhances cultural preservation efforts by incentivizing communities to maintain their traditions and heritage sites, thus contributing to sustainable development (Richards & Munsters, 2010).

Cultural tourism offers significant economic and social benefits. It helps establish and reinforce identity, build a positive image, preserve cultural and historical heritage, and promote harmony and understanding among people (UNESCO, 2003). As a niche market, cultural tourism allows for deeper appreciation and understanding of different cultures compared to mass tourism, which often imposes the tourist's culture on the host community (Butcher, 2003).

Cultural tourism not only drives economic growth through expenditures on accommodations, dining, and cultural experiences but also creates employment opportunities in sectors such as hospitality, tour guiding, and artisanal crafts. It fosters local entrepreneurship and small businesses that cater to tourists, thereby diversifying and strengthening the local economy. Furthermore, cultural tourism encourages infrastructure development and improvements in transportation, healthcare, and sanitation facilities, which benefit both tourists and residents alike. By showcasing unique cultural heritage, it enhances a destination's attractiveness and competitiveness in the global tourism market, attracting investments and promoting international cooperation in cultural preservation and tourism management strategies.

### 2.1.4 Challenges of Cultural Tourism:

Despite its benefits, cultural tourism faces several challenges. One significant issue is the risk of cultural commodification, where traditions and practices are commercialized for tourism purposes, potentially leading to the loss of authenticity. Managing tourist flows to prevent overcrowding and mitigating negative impacts on local culture and environment are also critical concerns (UNESCO, 2009).

The risk of cultural commodification and the potential loss of authenticity, another challenge faced by cultural tourism is the imbalance in economic benefits distribution. Often, large-scale tourism enterprises or external investors may capture a significant portion of tourism revenues, leaving local communities with limited financial gains. This economic disparity can exacerbate socio-economic inequalities and undermine community support for tourism development.

Furthermore, managing tourist flows to prevent overcrowding and ensure sustainable tourism practices is crucial. Over-tourism can strain local infrastructure, lead to environmental degradation, and disturb the social fabric of communities. Implementing effective carrying capacity limits, visitor management strategies, and sustainable tourism practices are essential to mitigate these negative impacts.

Moreover, cultural tourism faces challenges related to cultural sensitivities and respect. Tourists may unintentionally disrespect local customs, traditions, and sacred sites due to unfamiliarity or cultural ignorance. Educating visitors about cultural norms, promoting responsible tourism behavior, and fostering mutual respect between tourists and host communities are vital to preserving cultural integrity and promoting positive interactions.

Lastly, political instability, natural disasters, and global health crises can significantly impact cultural tourism. Such external factors can disrupt travel patterns, deter tourists, and undermine the stability of tourism-dependent economies. Developing robust crisis management plans, diversifying tourism offerings, and enhancing resilience within tourism communities are essential strategies to navigate these challenges and sustain cultural tourism over the long term.

### 2.1.5 Opportunities of Cultural Tourism:

Nevertheless, cultural tourism presents numerous opportunities. It promotes cross-cultural understanding and dialogue, fostering tolerance and appreciation of diversity. Additionally, it encourages the preservation of cultural heritage as a valuable asset for both tourism and local identity. Strategic planning and sustainable practices can leverage these opportunities to benefit both tourists and host communities (Harrison, 2001).

Cultural tourism stimulates local economies by generating revenue through accommodations, dining, and cultural experiences, thereby creating job opportunities in tourism-related sectors (Richards & Munsters, 2010).

Cultural tourism encourages the preservation of local traditions and customs, providing incentives for communities to safeguard their cultural heritage as a means of attracting visitors (UNESCO, 2009). Promoting cross-cultural understanding and fostering tolerance, cultural tourism offers several other significant opportunities. One key benefit is its potential to stimulate local economies through job creation in tourism-related industries such as hospitality, tour guiding, and handicraft production. By showcasing unique cultural heritage and traditions, cultural tourism can enhance a destination's attractiveness and competitiveness in the global tourism market, attracting diverse visitor demographics and increasing tourism revenue.

Engaging in cultural tourism can empower local communities economically and socially, fostering a sense of pride and ownership in their heritage and enhancing community well-being (Harrison, 2001). Cultural tourism encourages community engagement and empowerment. Local residents can actively participate in tourism activities, sharing their knowledge, skills, and cultural practices with visitors. This involvement not only preserves cultural authenticity but also instills a sense of pride and ownership in local communities regarding their heritage. Moreover, cultural tourism provides opportunities for cultural revitalization and preservation. Communities are motivated to safeguard their traditions, rituals, and historic sites, ensuring their sustainability for future generations.

Strategic planning and sustainable practices are crucial in leveraging these opportunities effectively. Developing tourism infrastructure that respects and integrates with local cultures, implementing responsible tourism practices, and fostering partnerships between stakeholders (including governments, local communities, and private sectors) are essential steps. By doing so, cultural tourism can contribute positively to socio-economic development, environmental conservation, and the overall well-being of host communities, while simultaneously enriching the experiences of tourists seeking authentic cultural encounters.

### 2.1.6 Pillars of Cultural Tourism:

The pillars of cultural tourism encompass various elements crucial for its success. These include heritage conservation, community involvement in tourism initiatives, development of cultural infrastructure, and effective tourism management strategies. These pillars are designed to protect cultural authenticity while enhancing visitor experiences and supporting local livelihoods (Richards & Munsters, 2010).

Community engagement constitutes another vital pillar of cultural tourism. Active involvement of local residents in tourism initiatives allows them to share their cultural knowledge, traditions, and lifestyles with visitors. This engagement fosters a sense of pride and ownership in cultural heritage, supports sustainable tourism practices, and creates economic opportunities through cultural enterprises and services (UNWTO, 2012).

Sustainable tourism practices form the third pillar, emphasizing responsible approaches that minimize negative environmental and socio-cultural impacts. These practices include promoting low-impact tourism activities, conserving natural resources, supporting local economies, and respecting indigenous cultures and traditions (UNESCO, 2009).

Effective destination management represents the fourth pillar, focusing on strategic planning, development, and governance of tourism activities. This involves balancing tourism growth with community needs and environmental protection, developing infrastructure that enhances visitor experiences while preserving cultural authenticity, and implementing visitor management strategies to mitigate issues like overcrowding and cultural commodification. Collaboration among stakeholders—including governments, tourism authorities, local communities, and the private sector—is essential for achieving sustainable tourism development goals (Richards & Munsters, 2010).

Together, these pillars provide a comprehensive framework for cultural tourism, ensuring that tourism activities contribute positively to the preservation of cultural identities, the promotion of socio-economic benefits, and the enhancement of visitor experiences. By prioritizing heritage conservation, community involvement, sustainable practices, and effective management, destinations can harness the full potential of cultural tourism.

### 2.1.7 Significance of Cultural Tourism:

Cultural tourism holds profound significance beyond its economic contributions, impacting society and education in profound ways. It serves as a catalyst for cultural exchange and mutual understanding among diverse societies, fostering empathy, respect, and dialogue across cultural boundaries. By celebrating and preserving cultural heritage, cultural tourism plays a pivotal role in promoting global peace and cooperation through increased cultural awareness and appreciation (UNWTO, 2012).

Furthermore, cultural tourism contributes to the enrichment of educational experiences. Travelers engage directly with local traditions, arts, and histories, gaining insights that deepen their understanding of different cultures and civilizations. This experiential learning not only broadens perspectives but also encourages lifelong learning and intercultural competence, preparing individuals to navigate and thrive in an increasingly interconnected world.

In addition to its social and educational impacts, cultural tourism supports the preservation of cultural heritage as a valuable asset for both tourism development and local identity. By showcasing unique cultural expressions and practices, destinations can attract visitors interested in authentic and meaningful travel experiences. This, in turn, stimulates local economies, supports community pride, and encourages sustainable tourism practices that respect and benefit host communities.

Overall, cultural tourism promotes inclusive and sustainable tourism practices worldwide by highlighting the importance of cultural diversity and heritage conservation. It bridges cultural divides, promotes intercultural dialogue, and contributes to the collective effort towards global understanding and cooperation. Embracing and promoting cultural tourism not only enhances tourism experiences but also fosters a deeper appreciation and respect for the rich tapestry of human cultures across the globe.

## 2.2 TYPOLOGY OF CULTURAL ATTRACTIONS

Cultural tourism involves travel motivated by an interest in experiencing the arts, heritage, and special character of a place. According to recent data from the UNWTO (2022), cultural tourism encompasses a broad range of activities, including visits to historical and archaeological sites, museums, galleries, cultural performances, and participation in local festivals and traditions. This diversity makes cultural tourism a significant and dynamic component of the tourism industry.

Horizons and enhancing their educational experience. Additionally, tourism can support local cultural practices by providing a platform for cultural performances, crafts, and other traditional activities, ensuring their continuation and vitality.

## 2.3 CONCEPTUAL /THEORETICAL FRAMEWORK

Tourism encompasses the activity of individuals traveling to destinations outside their usual environment for leisure, business, or other purposes, engaging in activities not typically pursued in their daily lives. This phenomenon includes several distinct classes: leisure tourism, which involves vacations, sightseeing, and recreational activities; business tourism, encompassing travel for conferences, meetings, and professional purposes; and cultural tourism, which focuses specifically on exploring the cultural heritage, traditions, arts, and lifestyles of diverse communities.

Cultural tourism is centered on the immersive experience of cultural heritage, traditions, arts, and daily life in specific locations. It aims to deepen travelers' understanding, respect, and appreciation for local cultures, fostering cross-cultural dialogue and promoting sustainable tourism practices. This type of tourism places a significant emphasis on preserving cultural identities and promoting responsible engagement that benefits both tourists and host communities.

The potential of cultural tourism is vast and multifaceted. Economically, it stimulates local economies through expenditures on accommodations, dining, and cultural experiences, thereby generating revenue and supporting livelihoods. Socially, it promotes cross-cultural understanding, tolerance, and mutual respect by exposing visitors to diverse cultural perspectives and traditions. Environmentally, cultural tourism encourages the conservation of cultural and natural heritage sites, contributing to sustainable development goals.

However, cultural tourism faces several challenges. These include the risk of cultural commodification and loss of authenticity as traditions and practices are commercialized for tourism purposes. Managing tourist flows to prevent overcrowding and minimize negative impacts on local cultures and environments is also critical. Addressing socio-economic disparities and ensuring equitable distribution of tourism benefits among local communities are ongoing challenges.

Despite challenges, cultural tourism offers numerous opportunities. It stimulates entrepreneurship and job creation within cultural industries and enhances community engagement and empowerment by involving locals in tourism activities. Cultural tourism also supports the revitalization and sustainability of cultural traditions and heritage, fostering pride and identity among communities.

Key pillars underpin the effective development and management of cultural tourism. These pillars include heritage conservation, which involves preserving cultural sites, traditions, and artifacts; community engagement, which empowers local communities and integrates their perspectives into tourism planning and development; sustainable tourism practices, aimed at minimizing environmental and socio-cultural impacts while maximizing benefits; and effective destination management, which entails strategic planning and governance to ensure sustainable and balanced tourism growth.

The significance of cultural tourism lies in its role as a catalyst for cultural exchange, global understanding, and celebration of diversity. It promotes cultural diplomacy by fostering connections and relationships between people from different backgrounds. By celebrating and preserving cultural heritage, cultural tourism contributes to sustainable development, socio-economic growth, and the enrichment of tourism experiences globally.

# CHAPTER THREE

# 3. RESEARCH DESIGN AND METHODOLOGY

## 3.1 DESCRIPTION OF THE STUDY AREA

Debark, also known by various names including Debarks, Dabarq, and Debarek, is situated in the North Gondar Zone of the Amhara Region in Ethiopia, at a latitude of 13°9'21" N and a longitude of 37°53'53" E, within a tropical savanna climate. The distance from Addis Ababa to Debark is approximately 830 kilometers (516 miles) by road.

As of 2013, it had a population of approximately 212,732 people. The area is renowned for its significant tourist attractions, including the UNESCO World Heritage site Simien Mountains National Park, known for its dramatic landscapes and endemic wildlife like the Ethiopian wolf and Gelada baboon; the Limalmo Mountains, offering breathtaking views and trekking routes; and the unique Gelada baboon watching experiences. These natural attractions, combined with Debark's rich cultural heritage, present substantial potential for cultural tourism, which can drive economic growth by creating jobs, supporting local businesses, and generating revenue for community projects. Cultural tourism can also aid in preserving traditional practices, festivals, and historical sites, providing financial resources for conservation and fostering community involvement. By leveraging these unique attractions and engaging the local community, Debark can become a vibrant cultural tourism destination, contributing to sustainable economic growth and the preservation of its cultural heritage.

## 3.2 Research Design

This research employs a descriptive research design to collect detailed factual information that accurately describes the existing phenomena. The researchers opted for this design because it helps to describe, identify, and interpret current conditions, processes, documents, and opinions. Descriptive research involves the description, recording, analysis, and interpretation of the present nature and composition of processes and phenomena, as highlighted by Kothari (2004). The descriptive research method is particularly effective for observing, describing, and documenting the current condition of Debark in a natural and unchanged environment. This method is suitable for understanding the challenges and opportunities of cultural tourism in the area, as it allows for a comprehensive and detailed analysis. Both qualitative and quantitative approaches will be applied during the analysis of data collected from the targeted population. This mixed-method approach ensures a thorough examination of the subject matter, providing a holistic view of the phenomena under study. Burns and Grove (2003) emphasize that descriptive research is designed to provide a picture of situations as they naturally occur, which aligns with the objectives of this study.

## 3.3 DATA SOURCES

Data will be collected from primary sources. The researchers will utilize questionnaires and interviews as the primary means for data collection. These tools will be designed to gather comprehensive and relevant information from the targeted population, providing insights into the challenges and opportunities of cultural tourism in Debark.

## 3.4 DATA GATHERING METHODS

The data will collect through questionnaires, and interview.

### 3.4.1. Primary data collection

* The questionnaires will serve as the primary instrument for data collection, providing a structured format for gathering responses from participants and enabling systematic analysis of key variables related to cultural tourism in Debark.
* An interview will be implemented, utilizing a mixed-structure approach based on the questionnaire, to collect detailed information from selected individuals. This methodology will facilitate the gathering of in-depth qualitative insights into the challenges and opportunities of cultural tourism in the region, ensuring a comprehensive understanding of the subject matter for the future analysis.

## 3.5 TARGET POPULATION

This study will primarily focus on the following groups:

* Debark Woreda Culture and Tourism Office
* Debark Woreda Guides Association Tourist Information Centre
* Souvenir shops
* Local community

These bodies will constitute the major target population for this research.

## 3.6. **SAMPLING TECHNIQUE AND SAMPLE SIZE**

### 3.6.1 Sampling technique

Non-probability sampling techniques, specifically judgmental sampling, will be applied to collect data from the local community. Based on their knowledge and professional judgment about the respondents, the researchers will select individual informants who can provide relevant information for the topic. Additionally, simple random sampling techniques will be applied for selecting participants from the culture and tourism office, Debark Woreda, and souvenir shops in the future.

### 3.6.2. Sample size

The researchers have a total population of 212,732. The researchers will determine the sample from the target population, which will include the Culture and Tourism Office (15), souvenir shops (50), Debark Woreda and its surrounding Guides Association Tourist Information Centre (28), and the local community (50), using Taro Yamane's (1967) formula for simple random sampling which determines minimum required sample size at 90% confidence level and level of precision e=10%. The resulting sample size will be 100.

**Where**: **n:** The sample size

**N:** The population size

**e:** The level of precision or sampling error (0.1)

n= N/1+N\*e2

n= 212,732/1+212,732\*0.12

n= 99.9530 ≈ 100

Since the sample size must be a whole number, round it to the nearest whole number:

n= 100

* **Proportional Sample Allocation**

Given the targeted population sizes:

* Culture and Tourism Office: 15
* Souvenir Shops: 50
* Debark Woreda and its Surrounding Guides Association Tourist Information Centre: 28
* Local Community: Sample Size: 50

Total targeted population = 15 + 50 + 28+50 = 143

Calculate the sample size for each group proportionally based on the total sample size of 100.

* **Proportional Calculation:**
* **Culture and Tourism Office:** Sample Size=15/143×100≈16.13≈16
* **Souvenir Shops:** Sample Size=50/143×100≈53.
* **Debark Woreda and its Surrounding Guides Association Tourist Information Centre:**

Sample Size=28/143×100≈30.11≈30

* **Local Community**: Sample Size: 50/143×100≈35

**Revised Sample Allocation**

|  |  |  |
| --- | --- | --- |
| **Targeted Population** | **Population size** | **Sample size** |
| Culture and Tourism Office | 15 | 10 |
| Souvenir Shops | 50 | 35 |
| Debark Woreda and its Surrounding Guides Association Tourist Information Centre | 28 | 20 |
| Local Community | 50 | 35 |
| Total | 143 | 100 |

Table 3.1: Target Population, Population Size, and Sample Size

## 3.7. METHOD OF DATA ANALYSIS

The data which will be collected from the respondents will analyze by quantitative and qualitative methods. In analyzing the quantitative data, the questionnaires will be completed by the respondents will categorize. During the interpretation of the data, correcting irrelevant answers, in consistence, omissions will be managed. Percentage and tables will be used to analyze the characteristics of the population as it helps to determine the relative standing of the respondents. And also, percentage with tables will be used for analyzing the questionnaires which obtained from the participant of the study. In analyzing the data which will be obtained through an interview, first summary sheets will prepare and field notes will write and the content of the responses will analyze. The documents such as report and articles will also use as related literature for data analysis. To this end, analysis and interpretations will be made on the data obtained through questionnaires and interview.

## 3.8 Ethical Consideration

Accomplishment of any study counts up on unconditional and whole hearted cooperation from the participants. Adhering to ethical standards, beyond protecting participants’ right and wellbeing, it assures respondents’ truthfulness and avoidance of error. Thus, for the purpose of the present study, detailed information will be provided to all participants concerning the objectives of the study, the procedures to be employed and the significance of the findings. Then, the response will keep securely. No names will be mentioned and each participant’s data will be coded. Moreover, all information will be kept and presented in a confidential way.

## 3.9 Data Collection Procedure

To conduct and accomplish the research, the following steps will be followed in the study:

1. The researchers first request a formal letter from the Hospitality and Tourism Management Program Debark University to the targeted organization to ask for permission to collect the data.
2. After receiving the permission to collect the data at the targeted organization, the researchers will contact the concerned bodies to ask their collaboration by presenting the objectives of the study to the targeted population.
3. The researchers will meet the targeted population will get introduced with them and give them short and general briefing as the purpose of the study and the research process.
4. The researchers also inform all about the confidentiality and concealment of any information to the entire participants who will partake in the study and earlier than the administration of the questionnaire, the researcher also put across their thankfulness to them for their passion to partake in the study.
5. Then, the participants will ask to complete the questionnaire and encourage answering the questions honestly and asking for re-clarification on items that may confuse them.

Finally, the information which will be generated both through the questionnaire and interview will be analyzed.

## 4. Time schedule

|  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| No | Activities | Responsibility | Month | | | | | | | | |
| May | June | July | Aug | Sept | Oct | Nov | Dec | Jan |
| 1 | Submitting the title and the research | Researchers |  |  |  |  |  |  |  |  |  |
| 2 | Developing the questionnaires | Researchers |  |  |  |  |  |  |  |  |  |
| 3 | Preparation for the proposal | Researchers |  |  |  |  |  |  |  |  |  |
| 4 | Proposal submission | Researchers |  |  |  |  |  |  |  |  |  |
| 5 | Presentation of proposal | Researchers |  |  |  |  |  |  |  |  |  |
| 6 | Data collection | Researchers |  |  |  |  |  |  |  |  |  |
| 7 | Data processing and analyzing | Researchers |  |  |  |  |  |  |  |  |  |
| 8 | Report writing | Researchers |  |  |  |  |  |  |  |  |  |
| 9 | Paper submission | Researchers |  |  |  |  |  |  |  |  |  |
| 10 | Presentation | Researchers |  |  |  |  |  |  |  |  |  |

## 5. Budget break down

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **No.** | | **Activity** | | **Unit price(birr)** | **Total unit** | **Total cost(birr)** |
| **1** | | **Paper** | | **1** | **100** | **100** |
| **2** | **Questionnaire duplication(Photocopy cost)** | | **5** | | **100** | **500** |
| **3** | **Pen** | | **15** | | **5** | **75** |
| **4** | **Staples** | | **10** | | **10** | **100** |
| **5** | **Staples machine** | | **60** | | **1** | **60** |
| **6** | **Binder** | | **50** | | **1** | **50** |
| **7** | **Ruler** | | **25** | | **1** | **25** |
| **8** | **Transport** | | **-** | | **-** | **150** |
| **9** | **Contingency** | | **-** | | **-** | **0** |
|  |  | |  | | **total** | **1060** |

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# APPENDIX I

**DEBARK UNIVERSITY**

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**DEPARTMENT OF TOURISM AND HOTEL MANAGEMENT**

**Dear Respondents!**

We, Mihret Gosaye, Esrael Asmamaw, Elsabet Mengstu, and Ali Roba are graduate students at Debark University. Currently, we are conducting a research study on “Assessing Potential, Challenges, and Opportunities of Cultural Tourism: The Case of Debark Woreda” in partial fulfillment of the requirements for the Degree of Bachelor of Arts in Tourism and Hotel Management. We require your help to spend some minutes of your time by filling the provided questionnaire.

This questionnaire is intended to gather information about the Potential, Challenges, and Opportunities of Cultural Tourism in Debark Woreda. We can assure you that any information that you provide in this questionnaire will be kept confidential. Your kind cooperation would be greatly appreciated and is of great importance for the successful completion of this study.

Thank you for your time and cooperation in advance!

**Instruction:**

* No need of writing your name.
* Thick √ for your answer in the box provided.

Please carefully read each of the following questions and thick on the correct one.

**Part-I: Personal profile**

* Age: 18-22 23-30 31-45 Above 45
* Gender: Male Female
* Educational Background: Uneducated Primary School

Secondary School Preparatory School Certificate

Diploma First Degree and above

**Part-II:** Data related information

**Questions for Culture and Tourism office**

**Please put √ for your answer in the box provided.**

1. Do you think cultural tourism attractions of the Woreda are conserved and well managed?

Yes No

1. Do you think that the Woreda’s culture and tourism office play an active role in managing and preserving cultural tourism attractions?

Yes No

1. Do you give any awareness and training for tourism organizations?

Yes No

1. Do you have a constant means of contact with tourism organizations?

Yes No

If you say yes, in what way

........................................................................................................................................................................................................................................................................................

1. Does the office have a specific team that works on the conservation of cultural tourism attractions?

Yes No

1. Are you certified on culture and tourism management and related fields?

Yes No

1. Is there any place in the Woreda that displays local community’s culture?

Yes No

If you say yes, please describe it.

………………………………………………………………………………………………………………………………………………………………………………………

**Thank you for your cooperation!**

**Questions for Debark Woreda and its surrounding Guides association tourist information Centre**

**Please put √ for your answer in the box provided.**

1. Do you get any support from the cultural and tourism office?

Yes No

1. How do you see the experience of tourist toward visiting the cultural attraction of the Woreda?
2. Very High
3. High
4. Medium
5. Low
6. Very low
7. For what purpose tourists mostly come in to the Woreda?
8. Entertainment and recreation
9. Visiting cultural events
10. Business
11. Other
12. What kind of feedback tourists give after visiting the Woreda’s cultural attractions?

Positive Negative

**Thank you for your cooperation!**

**Questions for Souvenir Shop Sellers**

Please put √ for your answer in the box provided.

1. Do you have the concept of cultural tourism?

Yes No

If you say yes, please explain it.

……………………………………………………………………………………………………………………………………………………………………………………………

1. What seems the experience of tourists towards buying cultural clothes and souvenirs?
2. Very High
3. High
4. Medium
5. Low
6. Very low
7. What seems the experience of local communities towards buying cultural clothes and souvenirs?
8. Very High
9. High
10. Medium
11. Low
12. Very low
13. Did the buying price of the souvenir products affect your work?

Yes No

1. Do you get any training or similar support for your work from Culture and Tourism Office?

Yes No

1. Did you participate in different events held in the Woreda?

Yes No

Please explain in what events did you participated?

………………………………………………………………………………………………

**Thank you for your cooperation!**

**Questions for the Local Community**

Please put √ for your answer in the box provided.

1. How do you perceive cultural tourism in your area?

Very Positive

Positive

Neutral

Negative

Very Negative

2. In your opinion, does cultural tourism help in preserving local traditions and cultural heritage?

Agree

Neutral

Disagree

3. Do you believe cultural tourism has brought economic benefits to your community?

Yes No

4. Do you think the local government is doing enough to promote cultural tourism in your area?

Yes No

5. Have you or anyone you know obtained a job because of cultural tourism in your community?

Yes No

**Thank you for your cooperation!**