

# Challenges and Opportunities of Cultural Tourism Development: The Case of Gondar City

Haymanot Belay

Lecturer at Haramaya University, Harar, Ethiopia

College of Social Science and Humanities, Department of Tourism and Hotel Management

Email: haymanot11belay@gmail.com

## Abstract

The study entitled to the challenges and opportunities of cultural tourism development in Gondar city. The main objective of this study is to identify the challenges and opportunities of cultural tourism development. This research has three specific objectives; the first specific objectives is to assess the current situation of cultural tourism in Gondar city. Second, identify the challenges of cultural tourism development in Gondar city. Finally, identify the opportunities of cultural tourism development in Gondar city. Descriptive research design was applied to this study with both qualitative and quantitative research approaches so as to describe the existing situations. To collected data through questionnaires, interviews and other means of sources which were helpful during the collection of the necessary information. In this regard, different religious and cultural celebrities, cultural night clubs, souvenir shops and so on. Economic benefit, job opportunity, tourism multiplier effect and promotion of culture are some benefits of cultural tourism. Lack of promotion, shortage of skilled and professional manpower, lack of government attention, cultural diffusion, uneven distribution of cultural benefits, and lack of awareness are some of the challenges of cultural tourism. Cultural attractions, good infrastructural development, peacefulness of the city, and ancient history of the city are considered as opportunities. The current condition of cultural tourism in Gondar city is improving time to time. In order to solve these problems active involvement of tourism stakeholders play a vital role. Plans, policies, and strategies that are go in line with cultural tourism, strong promotional campaigns about the culture through marketing mix elements, creating new and strengthening the existing participatory discussion stages, work in collaboration, conducting researches, bringing attitudinal changes can have a significant role regarding with minimizing the challenges and for efficient use of the opportunities of cultural tourism resources.

**Keywords:** challenges, opportunities, development, cultural tourism.

**DOI:** 10.7176/JTHS/33-01

**Publication date:** October 31<sup>st</sup> 2022

## 1. INTRODUCTION

The 1980s tourism emerged on the global stage as a distinct form of development, especially for LDCs, as well as economically peripheral European economies such as Spain and Greece) (de Kadt, 1979). Even today tourism is promoted by the World Tourism Organization (2018), as a significant development option claiming that tourism is one of the most dynamic economic activities of our time and needs to be more effectively harnessed in order to address the problems of poverty more directly. Modern tourism is closely linked to development and encompasses a growing number of new destinations. These dynamics have turned tourism in to a key driver for socio-economic progress (UNWTO, 2014).

Tourism is also popular as a development option due to the infrastructure that is brought to the community. In many countries highways and airfields, hotels and other facilities specific to tourism, are constructed primarily to cater to the tourism industry (Shaw and Williams, 2002).

Cultural tourism is among the new form of tourism that claims to be less harmful and more benevolent towards culture. Cultural tourists participating in this form of tourism describe themselves as thinking tourists who are more cautious, sensitive and constructive with regards to their behavior. According to Brian Wheeler (1997) however, claiming a less destructive approach appeases the guilt of thinking tourists while they continue to spread global tourism.

In the form of cultural tourism generally Amhara national Regional state, specifically the Gondar city, is rich in cultural resource that could be managed and developed by the society and the stakeholders. The region and the city can be expressed by its people's culture which could be a potential resource to be visited by both domestic and international tourists around the world.

## 2. STATEMENT OF THE PROBLEM

The search offered several important authors who provided us with a starting point for our investigation as well as dependable guidance to additional important sources. These scholars include: (Grunwald, R. A, 2002), whose volume on cultural tourism in Europe was instrumental in highlighting cultural tourists, Butcher (2003), whose work on The Moralization of tourism highlighted the impacts of cultural tourism. The work of (Gee and Fyos-

Sola, 1997, p.120), was also used in cultural tourism.

Different scholars argue about the cultural tourism and its elements. Hughes (1996) argues that cultural tourism “tends to be applied to trips whenever cultural resources are visited regardless of initial motivation”. Stebbins (1996) states that “cultural tourism is a genre of special interest tourism based on the search for and participation in new and deep cultural experiences, whether aesthetic, intellectual, emotional, or psychological”. Within the general trend of new and ethical tourism, cultural tourism has appeared as a significant niche market. Showing a rate of growth at ten to fifteen percent per year, cultural tourism represents one-fifth of the tourism market (Goeldner, 2009). A number of reasons have been given for the popularity of this form of tourism, including a desire for diversity and a curiosity about how people live in environments different from one’s own (Goeldner, 2009).

Jennifer Craik (1997) supports the assessment provided by the WTO by highlighting the interest in ‘other nesses displayed by cultural tourists. In fact, cultural tourism is becoming increasingly associated with the ways of life of so-called ‘exotic’ and ‘primitive’ cultures, enticing individuals to visit before the wake of global monoculture engulfs these ‘traditional’ societies.

Gordon Waitt (2001) also provides a list of factors explaining the demand for culture-based tourism, some of which include: an increasing awareness of heritage and culture, greater affluence, increased leisure time, and/or the need to transcend contemporary experiences to compensate for their deficiencies and demands.

The world is changing so fast that much of our culture and heritages are at risk of being lost either through physical destruction or loss of knowledge (Bob and Hillary, 2002). Ethiopia is gifted with great potential of cultural elements. However, most of those remarkable and immense cultural elements are not in a good condition due to management problems (Mengistu, 2008). Although, Ethiopia is rich in natural and cultural tourism resources, researches conducted in such cultural tourism sector to point out the challenges and opportunities that faces the sector and/or the attention given to the sector to derive some benefits from the sector is not good enough. Even though, in researcher’s view Ethiopia has rich tourism resources but, the utilization of this resources had a big challenge. in addition to this cultural resources conservation management skills have low and also low awareness creation activities about cultural tourism.

According to the city’s culture and tourism office, in Amhara national regional state, specifically Gondar city, there is a huge gap regarding with assessing the challenges and opportunities of cultural tourism. The major challenges regarding with the city’s cultural tourism are low level of attention given by the government, cultural instability by which the local community’s culture became diffused due to copying the tourists’ style, uneven distribution of benefits for the stakeholders which is obtained from cultural tourism and lack of awareness about the cultural attractions of the city and inadequate promotion made to the culture. Therefore, this research was aimed to assess the major challenges and opportunities of cultural tourism Development in Gondar city.

## **OBJECTIVE OF THE STUDY**

### **GENERAL OBJECTIVE**

The general objective of this research is to assess the challenges and opportunities of cultural tourism Development in Gondar city.

### **RESEARCH QUESTIONS**

The research was intended to answer the following questions:

- ❖ What are the challenges of cultural tourism development in Gondar city?
- ❖ What are the opportunities of cultural tourism development in Gondar city?
- ❖ What is the current status /conditions of cultural tourism development in Gondar city?

## **3. RESEARCH METHODOLOGY**

### **DESCRIPTION OF THE STUDY AREA**

Gondar city is one of the city of Amhara National Regional State. The city is found in north Gondar zone Amhara region Ethiopia Gondar is far from 727 km from Addis Ababa. Gondar capital city of Ethiopia and 181km north of Bahir Dar which is capital city of Amhara regional state. Gondar has latitude and longitude of 12o36’N/37o 28’E respectively with an elevation of 2133 meters above sea level. Gondar was served as capital city of Ethiopia for about above 200 years next to Axum and Lalibela before the establishment of Addis Ababa Central statistics agency (CSA, 2007). According to Gondar city Culture and Tourism office (2019), the leading tourist destinations in Ethiopia with a variety of natural and cultural attractions. Such as, fasile castle, fasile bath, kusekum church and museum, deberberhanselasie monastery felasha village, and around Gondar semine mountain national park etc are best tourist attraction in Gondar.

### **RESEARCH DESIGN**

During the process of conducting this research, detailed factual information was collected which describes the

existing phenomena. Therefore, the researchers are used descriptive research design on the basis of primary and secondary data that was collected in line with the objectives of the study. The reason behind the researchers to choose the design is that descriptive design helps to describe or identify what is and interprets the existing conditions, process, documents, opinion...etc. For example, according to Kothari (2004), descriptive research involves description, recording, analysis and interpretation of the present nature, composition of processes of phenomena as it is. Descriptive method is used to observe, describe and document the current condition of Gondar in a more completely natural and unchanged natural environment. Based on the above statement the researchers used the descriptive research design to describe and interpret the challenges and opportunities of cultural tourism development. Qualitative and quantitative approaches of research were applied during the analysis of the collected data from the targeted population. For example, according to Burns and Grove (2003:201), descriptive research “is designed to provide a picture of situation as it naturally happens”.

### DATA SOURCES

Data was collected from both primary and secondary sources. The researchers have used both questionnaire and interview as a means for collecting primary data. The researchers have used internet, published and unpublished materials, culture and tourism office written document that are related with cultural tourism that serves as a secondary sources of information.

### TARGET POPULATION

This study would be mainly focus on the following bodies. Gondar city culture and tourism office, Gondar city guides association tourist information Centre, souvenir shops, and the local community were the major targeted population of this study.

### DATA GATHERING METHODS

The data was collected through questionnaire, interview and from other secondary sources.

### PRIMARY DATA COLLECTION

- A. Questionnaire was the major instrument that was used during data collection
- B. Interview schedule: mixed structure interview based on the questionnaire was used during the collection of detailed information.

### SECONDARY DATA COLLECTION

Existing literatures about culture was collected from the following sources:

- A. Gondar city culture and tourism office
- B. Other sources like internet published and unpublished materials, culture and tourism office written document.

### SAMPLING DESIGN

Non-probability sampling technique specifically judgmental sampling technique was applied to collect data from the local community. Based on their knowledge and professional judgment about their respondents, the researchers select individual informants who providerelevant information for the topic. Simple random sampling technique was applied for culture and tourism office, Gondar city and its surrounding Guides association tourist information Centre and souvenir shops.

### SAMPLE SIZE

The researchers have a total population of 207,044thus the researchers take 20 people using judgmental sampling technique. The researchers determined the sample from the subjected population (Culture and Tourism office (14), souvenir shops (35), local community (21) and Gondar city and its surrounding guides association tourist information Centre (30)) using the formula of simple random sampling which is called Taro Yamane (1967) which determines minimum required sample size at 90% confidence level and level of precision e=10%

**Table 3.1 Target population, population size and sample size.**

Targeted Population	Population size	Sample size
Culture and Tourism Office	15	8
Souvenir Shops	35	17
Local community	20	10
Gondar City and its Surrounding Guides Association Tourist Information Centre	30	15
Total	100	50

By using proportion, each sample proportion based on the population size will have the following value

$$n = \frac{N}{1 + Ne^2}$$

Where: n: The sample size

N: The population size

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

$$n = N / (1 + N * e^2)$$

$$n = 100 / (1 + 100 * 0.1^2)$$

$$n = 50$$

## METHOD OF DATA ANALYSIS

Cultural tourism can probably be analyzed on the basis of both qualitative and quantitative methods. It can also be confirmed by numbers that culture is ‘... a major determinant of the growth of tourism and leisure consumption’ (Richards, 2001:259). Therefore, the data obtained from both primary and secondary sources were systematically verified, described, analyzed and interpreted using both qualitative and quantitative approach. During the analysis the data was subjected to processing. Qualitative analysis was used to describe the outcome through statement whereas quantitative analysis was applied to present the data through charts, tables, and percentages.

## 4. DATA ANALYSIS AND INTERPRETATION

### INTRODUCTION

The researchers distributed a total of 50 questionnaires for culture and tourism office, Gondar city and its surrounding guides association tourist information Centre, souvenir shop sellers and local community. Among these, 8 questionnaires were distributed to culture and tourism office and 6 of them have been returned. From 14 questionnaires that are distributed to Gondar city and its surrounding guide’s association tourist information Centre and all have been returned. 19 questionnaires were distributed to Souvenir shop sellers and 16 of them have been returned. And from 9 questionnaires distributed to the local community, 7 of them are returned. Generally, a total of 45 questionnaires or 90% of questionnaire have been returned and the researchers are made the analysis and interpretation based on these questionnaires and the responses obtained from interview. Data analysis and interpretation was made and findings of the research are presented and discussed. The researchers analyses the data gained from culture and tourism office, Gondar city and its surrounding guides association tourist information Centre, souvenir shop sellers, local community and results of interview.

## DATA GATHERED FROM THE TOTAL TARGET POPULATION

**Table 4.1 Personal profile of the total respondents**

Personal Profile	Respondents	
	Number	Percentage in %
<b>Sex</b>		
Male	26	60.5
Female	17	39.5
<b>Total</b>	<b>43</b>	<b>100</b>
<b>Age</b>		
18-23	17	39.5
24-29	12	27.9
30-35	10	23.3
36-40	4	9.3
<b>Total</b>	<b>43</b>	<b>100</b>
<b>Educational background</b>		
Uneducated	-	-
Primary School	-	-
Secondary School	5	11.6
Preparatory School	8	18.7
Certificate	-	-
Diploma	9	20.9
First Degree and above	21	48.8
<b>Total</b>	<b>43</b>	<b>100</b>

Source: Own survey, 2022

The above 4.1 table illustrates that 60.5% and 39.5% of the respondents are male and female respectively which shows that there is unbalanced gender proportion of male and female in the tourism industry. This can be an indication that most of the tourism activities are conducted by males rather than females.

According to the above table 39.5% of the respondents are found between 18-23 age groups which show that they are in an active age group in addition to this 27.9% of the respondents are found between 24-29 age groups and 23.3.4% of the respondents are found between 30-35 age group and the rest 9.3% are found between 36-40 age groups. This age distribution shows that majority of the respondents are found at their young age which can help to run the sector in a better way and helps them to have a good understanding about their working environment.

The above table 4.1 also interprets that there is a high rate of educational distribution as 48.8 % of the respondents have first degree and above, 20.9 % of the respondents have diploma, 18.7% of respondents have preparatory level of education, and 11.6% of the respondents have secondary education. From this we can conclude that most of the respondents have good educational status.

## PRIMARY DATA GATHERED FROM CULTURE AND TOURISM OFFICE

**Table 4.2 Conservation and management of cultural attractions**

Do you think cultural tourism attractions of the city are conserved and well managed?	Respondents	
	Number	Percentage
Yes	6	75
No	2	25
<b>Total</b>	<b>8</b>	<b>100</b>

Source: Own survey, 2022

Table 4.2 shows 75% of the respondents replied “Yes” and the rest 25% are said “No”. Therefore, from this we can understand that there is a good opportunity for the cultural attractions to be maintained and improved but more conservation and management works are needed

**Table 4.3 Offices’ role in managing and preserving cultural attractions**

Do you think the city’s culture and tourism office plays an active role in managing and preserving cultural tourism attractions?	Respondents	
	Number	Percentage
Yes	5	62.5
No	3	37.5
<b>Total</b>	<b>8</b>	<b>100</b>

Source: Own survey, 2022

The above table 4.3 summarizes that half of the respondents, 62.5%, replied “Yes” and the rest 37.5% said “No” regarding with conservation and management of cultural tourist attractions. Hence, this can have concluded that there is still the need for improvement towards a good management and preservation of cultural tourism attractions even there is a good thing is done in managing and preserving these attractions.

**Table 4.4 Training and awareness for tourism organizations**

Do you give any awareness and training for tourism organizations?	Respondents	
	Number	Percentage
Yes	8	100
No	-	-
<b>Total</b>	<b>8</b>	<b>100</b>

Source: Own survey, 2022

Table 4.4 shows that culture and tourism office is playing its own role in awareness creation and trainings for tourism organizations. This can be a good element which is very relevant for the development of cultural tourist attractions and it needs to be maintained to have even better status of cultural attractions.

**Table 4.5 Offices’ means of contact with tourism organizations**

Do you have a constant means of contact with tourism organization?	Respondents	
	Number	Percentage
Yes	8	100
No	-	-
<b>Total</b>	<b>8</b>	<b>100</b>

Source: Own survey, 2022

According to the above table, all the respondents replied “Yes” towards whether the office has a constant means of contact with the tourism organizations or not. This can be considered as an opportunity for cultural tourism. Through reports on the basis of six month and tourism council the office meets with tourism organizations.

**Table 4.6 Team that works on the conservation of cultural tourism attractions**

	Respondents	
	Number	Percentage
Does the office have a specific team that works on the conservation of cultural tourism attractions?		
Yes	-	-
No	8	100
<b>Total</b>	<b>8</b>	<b>100</b>

Source: Own survey, 2022

Based on the above table 100% of the respondent's reply "No" with regard to whether the office has a specific team, which works on the conservation of cultural tourism attractions. This is a very crucial element for better and timely management and evaluation of cultural tourism attractions.

**Table 4.7 Culture and tourism office employees' field of study**

	Respondents	
	Number	Percentage
Are you certified on culture and tourism management and related fields?		
Yes	5	62.5
No	3	37.5
<b>Total</b>	<b>8</b>	<b>100</b>

Source: Own survey, 2022

According to the above table 62.5% of the respondents are certified on culture and tourism management and related fields and the remaining 37.5% respondents are not certified on such fields. This can be a good opportunity which helps for a proper management and playing an active role in the development of the field.

**Table 4.8 Place to display the community's culture**

	Respondents	
	Number	Percentage
Is there any place in the city that displays local community's culture?		
Yes	6	75
No	2	25
<b>Total</b>	<b>8</b>	<b>100</b>

Source: Own survey, 2022

According to the above table 4.8, 75% and 25% of the respondents are replied "Yes" and "No" respectively about whether the city has a place which displays the local community's culture. Most of the respondents think that cultural night clubs and souvenir shops are a good place to display their culture. But the remaining respondents think that there is no place to display these cultures like museums. And this can be considered as a challenge.

## PRIMARY DATA GATHERED FROM GONDAR CITY AND ITS SURROUNDING GUIDES ASSOCIATION TOURIST INFORMATION CENTRE

**Table 4.9 Support of culture and tourism office**

	Respondents	
	Number	Percentage
Do you get any support from the culture and tourism office?		
Yes	4	28.6
No	10	71.4
<b>Total</b>	<b>14</b>	<b>100</b>

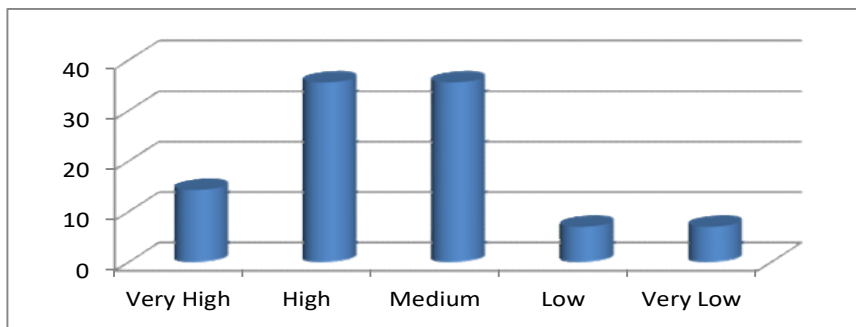
Source: Own survey, 2022

The above table revealed 28.6% of the respondents give a positive response which shows that they got some sort of support from culture and tourism office. The remaining majority of the respondents, 71.4%, reply "No" regarding with getting support for their work from government. Hence, this can be concluded that there is lack of government participation regarding with giving support for tourism organizations.

**Table 4.10 Experience of tourists towards visiting cultural attractions of the city**

How do you see the experience of tourists towards visiting cultural attractions of the city?	Respondents	
	Number	Percentage
Very high	2	14.4
High	5	35.7
Medium	5	35.7
Low	1	7.1
Very low	1	7.1
<b>Total</b>	<b>14</b>	<b>100</b>

Source: Own survey, 2022



**Chart 4.1 Experience of tourists towards visiting cultural attractions of the city**

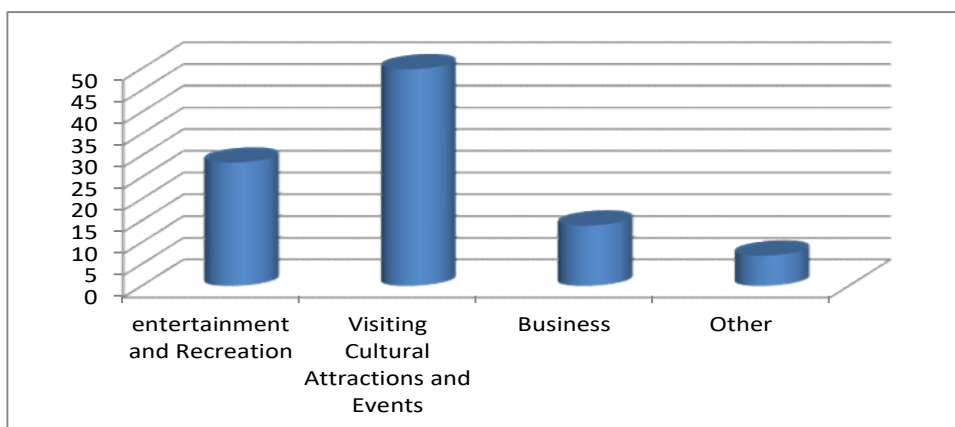
Source: Own survey, 2022

The above table 4.10 and chart 4.1 shows that, from the total number of respondents, 14.4% answered that tourists have “Very High” experience of visiting cultural attractions of the city, 35.7% rates the experience of tourists towards visiting cultural attractions of Gondar city as “High”, and 35.7% rates as “Medium”. This shows that most of the tourists have an interest and tendency to visit cultural attractions of Gondar city. This can be considered as an opportunity to promote and increase the benefit of cultural attractions. And 7.1% rates as “Low” and again 7.1% rates as “Very Low”. This is an implication for the need of strong promotional works about cultural attraction.

**Table 4.11 Purpose of tourist’s visit**

For what purpose tourists mostly come in to the city?	Respondents	
	Number	Percentage
Entertainment and recreation	4	28.5
Visiting cultural events	7	50
Business	2	14.4
Other	1	7.1
<b>Total</b>	<b>14</b>	<b>100</b>

Source: Own survey, 2022



**Chart 4.2 Purpose of tourist visit**

Source: Own Survey, 2022

According to the above table and chart, 28.5% of respondents think that the tourists are coming to Gondar city is for the purpose of entertainment and recreation, 50% of the respondents reply visiting cultural events and attractions, 14.4% of the respondents thinks for business purpose and the remaining 7.1% respondents reply other purpose like VFR, religious purpose and so on regarding with the purpose of tourists flow to the city at most is most of the respondents think that the flow of tourists to Gondar city is mainly because of the interest to see cultural attractions and events. From this we can conclude that the current status of cultural tourism development is in a good stage of development.

**Table 4.12** After visit feedback

What kind of feedback tourists give after visiting the city’s cultural attractions?	Respondents	
	Number	Percentage
Positive	14	100
Negative	-	-
<b>Total</b>	<b>14</b>	<b>100</b>

Source: Own survey, 2022

In the above table, all respondents reply “Positive” and none of the respondents give a “Negative” response regarding with the feedback of tourists about Gondar city after visiting cultural attractions of the city. From the above table we can understand that tourists perceived a good image about Gondar city after visiting cultural attractions. This can be considered as an opportunity to increase the number of tourist flow through positive word of mouth.

#### PRIMARY DATA GATHERED FROM SOUVENIR SHOP SELLERS

**Table 4.13** Souvenir shop seller’s cultural tourism concept

Do you have the concept of cultural tourism?	Respondents	
	Number	Percentage
Yes	13	81.25
No	3	18.75
<b>Total</b>	<b>16</b>	<b>100</b>

Source: Own survey, 2022

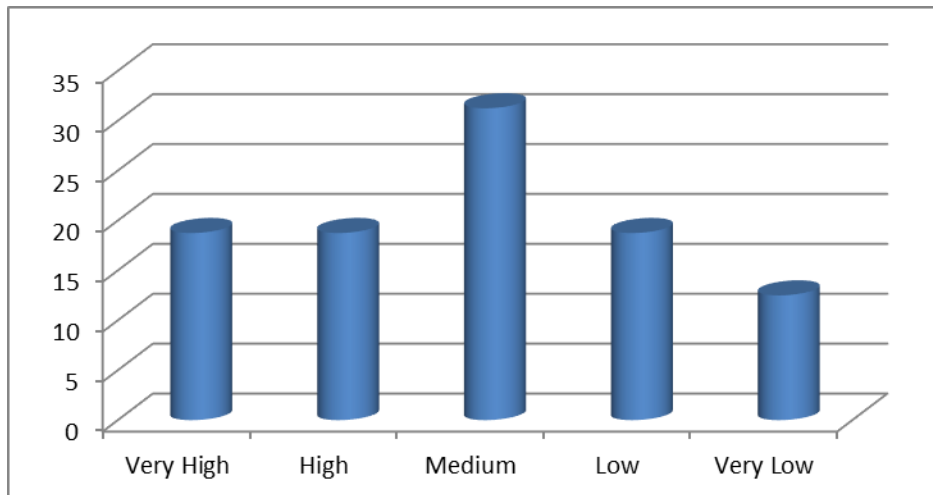
Table 4.13 shows that 81.25% of the respondents have the concept of cultural tourism and the remaining 18.75% do not have the concept of cultural tourism. From this we can conclude that there is a good perception from the local communities about the concept of cultural tourism but not enough and indicates the need for further activities from the government towards developing their attitude.

**Table 4.14** Experience of tourists towards buying cultural tourism products

What seems the experience of tourists towards buying cultural clothes and souvenirs?	Respondents	
	Number	Percentage
Very high	3	18.75
High	3	18.75
Medium	5	31.25
Low	3	18.75
Very low	2	12.5
<b>Total</b>	<b>16</b>	<b>100</b>

Source: Own survey, 2022





**Chart 4.3** Experience of tourists towards buying cultural tourism products

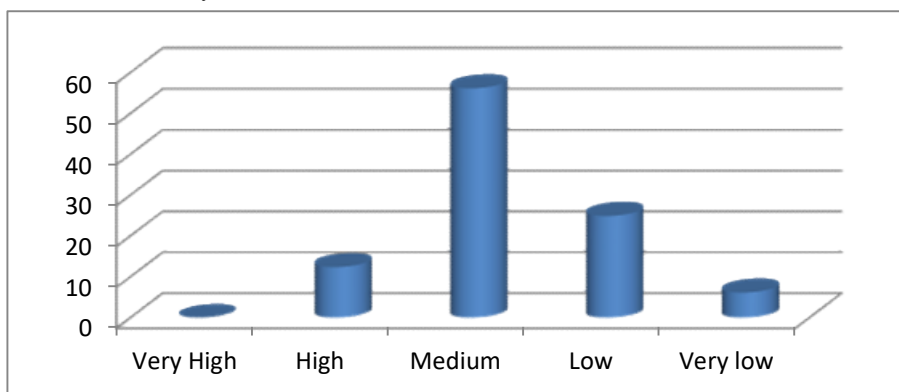
Source: Own Survey, 2022

The above table and chart shows that more than half of the respondents give a positive reply about the experience of tourists towards buying cultural clothes and souvenirs. 18.75% of the respondents rated the tourists buying experience as “Very High”, again 18.75% of them rated as “High”, and 31.25% of respondents rated it as “Medium”. And also 18.75% of respondents give a response of “Low” but, the remaining 16% are “Very Low” for the tourists buying experience of cultural clothes and souvenirs. Hence, this can be concluded that the local communities are not benefited as expected as from cultural tourism.

**Table 4.15** Experience of local communities towards buying cultural tourism products

What seems the experience of local communities towards buying cultural clothes and souvenirs?	Respondents	
	Number	Percentage
Very high	-	-
High	2	12.5
Medium	9	56.25
Low	4	25
Very low	1	6.25
<b>Total</b>	<b>16</b>	<b>100</b>

Source: Own survey, 2022



**Chart 4.4** Experience of local communities towards buying cultural tourism products

Source: Own survey, 2022

The above table and chart depicts no respondent rated the buying experience of local communities as “Very High”, 12.5% of them rated as “High”, and the majority of respondents, 56.25%, rated it as “Medium”. But the remaining 25% and 6.25% rates the local community’s buying experience as “Low” and “Very Low” respectively. Here, we conclude that, however, there is a positive tendency of buying experience of cultural products by the local community, the souvenir shop sellers are not benefited as expected as from cultural tourism. This implies that there must be a strong marketing mix plan implementation so as to increase their benefits.

**Table 4.16 Price of buying cultural tourism products**

	Respondents	
	Number	Percentage
Did the buying price of the souvenir products affect your work?		
Yes	11	68.75
No	5	31.25
<b>Total</b>	<b>16</b>	<b>100</b>

Source: Own survey, 2022

The above table 4.16 illustrated that 68.75% of the respondents are replied that price has an influence over their buying ability and delivery of the items to their customers. The remaining 31.25% of the respondent's reply "No", the price of the product has no influence over buying and delivery of the items to our customers. Hence, this can be concluded that price of the product is one aspect of a challenge for most of souvenir shop sellers to obtain and deliver the desired materials. This can lead them to be out of the market. And this can also be a challenge for the promotion of cultural elements of the community.

**Table 4.17 Training or similar support**

	Respondents	
	Number	Percentage
Did you get any training or similar support for your work from culture and tourism office?		
Yes	5	31.25
No	11	68.75
<b>Total</b>	<b>16</b>	<b>100</b>

Source: Own survey, 2022

Table 4.17 depicts that only 31.25% of the respondents have got the opportunity of training and similar support. But the remaining majority of respondents, 68.75%, do not have any support and training from the government which helps to have good concept regarding with how much care should be given to these cultural products and the value of the product to promote cultures of the society rather than only selling. This can lead us to a conclusion that governments' role in training and support is less and it can be considered as a challenge for these tourism organizations and cultural tourism too.

**Table 4.18 Souvenir shop sellers' participation in events**

	Respondents	
	Number	Percentage
Did you participate in different events held in the city?		
Yes	6	37.5
No	10	62.5
<b>Total</b>	<b>16</b>	<b>100</b>

Source: Own survey, 2022

The above table provides that only 37.5% of the respondents are participating in such events and the remaining 62.5% of respondents replied "No" regarding with participating in such events. According to the above table, there is low experience or interest or opportunity of participating in tourism and tourism related events like exhibitions and festivals which can be an obstacle for improvement and sharing of ideas about their culture. This also shows conceptual gap about the importance of participating in such events.

**Table 4.19 Importance of events in promoting local community's culture**

	Respondents	
	Number	Percentage
Do you think that different events (like exhibitions, meetings, festivals and so on) held in the city have play an important role in promoting the community's culture?		
Yes	13	81.25
No	3	18.75
<b>Total</b>	<b>16</b>	<b>100</b>

Source: Own survey, 2022

Table 4.19 illustrates that 81.25% of the respondents think that the events are important and 18.75% of the respondents are on the side of doubt that they do not think events are important in promoting their culture. Here, there is a positive understanding, from the local community, about how important events (exhibitions, meetings, and festivals and so on) are in promoting their culture. This can be considered as an opportunity for developing cultural tourism but not enough since there are a certain people that don't think events are important in promoting the community's culture.

## PRIMARY DATA GATHERED FROM THE LOCAL COMMUNITY

**Table 4.20 Local community's cultural tourism concept**

	Respondents	
	Number	Percentage
Do you have the concept of cultural tourism?		
Yes	5	71.4
No	2	28.6
<b>Total</b>	<b>7</b>	<b>100</b>

Source: Own survey, 2022

The above table shows that more than half of the respondents, 71.4%, have replied "Yes". This could be a big opportunity to increase the local community's awareness by which most of the respondents have good concept towards cultural tourism. On the other hand, 28.6% of the respondents have no concept about the cultural tourism which implies the necessity of awareness creation to the local community.

**Table 4.21 Awareness about cultural tourism**

	Respondents	
	Number	Percentage
Do you get any awareness about cultural tourism attractions from culture and tourism office?		
Yes	1	14.3
No	6	85.7
<b>Total</b>	<b>7</b>	<b>100</b>

Source: Own survey, 2022

Table 4.21 shows only 14.3% of the respondents have got such concept from the office. The remaining 85.7% respondents do not get the chance of provision of information which can be an implication to the gap. This shows that there is a great gap in addressing and developing the local community's concept or awareness about cultural tourism attractions of Gondar city from the city's culture and tourism office.

**Table 4.22 Local community's participation in tourism events**

	Respondents	
	Number	Percentage
Do you ever participate in tourism events that can help you to build your perception towards conserving your culture?		
Yes	1	14.3
No	6	85.7
<b>Total</b>	<b>7</b>	<b>100</b>

Source: Own survey, 2022

According to the above table 4.22, only 14.3% of the respondents have an experience of participating in such tourism events. The majority of the remaining respondents, 85.7% have no experience of participation before. From this, we can give two conclusions: in the first, there is a big problem from the local community towards understanding how valuable and important tourism events are in developing and improving the knowledge and concept of cultural tourism and promoting their cultures. And secondly, there is lack of such participatory events for the local community.

**Table 4.23 Local community's experience of visiting cultural attractions**

	Respondents	
	Number	Percentage
Do you have the experience of visiting cultural attractions of the city?		
Yes	4	57.1
No	3	42.9
<b>Total</b>	<b>7</b>	<b>100</b>

Source: Own survey, 2022

Table 4.23 shows that more than half of the respondents, 57.1%, have the experience of visiting cultural elements of Gondar city while the remaining doesn't have the experience. Hence, this can be concluded that there is a good habit of experience in visiting some cultural elements of their own culture. This shows that there is still the need for strong promotion through both print and electronic media.

**Table 4.24 Keeping local community's culture**

	Respondents	
	Number	Percentage
Do you keep your culture?		
Yes	7	100
No	-	-
<b>Total</b>	<b>7</b>	<b>100</b>

Source: Own survey, 2022

Table 4.24 summarized that all the respondents are replied "Yes" and no respondent replies "No" regarding with keeping their culture. There is a big opportunity for the culture in which the local communities are fully

interested and committed to keep their culture. According to their response, they keep their culture because it's their identity and they take it from their family and want to pass to the next generation.

**Table 4.25 Benefit of cultural attractions to the community**

Do you think cultural attractions of the city benefit the local community?	Respondents	
	Number	Percentage
Yes	3	42.9
No	4	57.1
<b>Total</b>	<b>7</b>	<b>100</b>

Source: Own survey, 2022

The above table 4.25 summarized that below the average, 42.9% of the respondents think that they are beneficial from cultural attractions of Gondar city in different aspects like source of income and means of their livelihood. But larger number of respondents, 57.1% thinks that they are not beneficial from these cultural tourism attractions. This is due to inadequate promotion, low level of attention from the government and uneven distribution of cultural tourism benefits and such other benefit hindering factors.

## PRIMARY DATA GATHERED FROM INTERVIEW

### What looks like the current status of cultural tourism in Gondar city?

After the outbreak of covid-19, tourism related activities diminishing in the case of restriction of tourist movement in the city like as other tourist destination places. Cultural tourism was also faced the same challenge since it is one aspect of tourism. But, nowadays due to the current condition of Gondar city, the current status of cultural tourism in Gondar city is in a better way.

In addition to this, time to time the local community's concept towards their culture and the tourists become improved. This is become of an attempt that made by the cultural and the tourists office through the provision of awareness to the local community and tourism organization through tourism council and work performance report on a yearly or six-month basis with regard to hospitality or how they should accept and treat the tourists and how to maximize the tourist's length of stay to generate more revenue.

### What are the major cultural tourism attractions of Gondar city? And what benefits did these attractions bring to Gondar city and local community?

The major cultural tourist attractions of Gondar city are religious and cultural celebrities that are celebrated on yearly basis like, Meskel and Epiphany festivities are the most widely celebrated religious festivals in Gondar city. In addition to these, cultural night clubs that have an importance in showing the local community's culture like traditional songs and dances, pictures that displays traditional clothing styles, lifestyles and so on. Souvenir shops are another cultural tourist attraction of in Gondar city in which a collection of variety of traditional and cultural elements like clothes, souvenirs, traditional handmade jewelries.

The major benefits from these cultural attractions can be primarily, they can maximize the tourists' length of stay. This can help to generate more revenue from the tourists through different payments during their stay like costs for accommodation, meal, guides and other services. This can also serve as a source of income for those who provide services for the tourists. Tourism multiplier effect can also be another importance of the cultural tourism.

Promotion to the culture through the cultural products that they buy from Gondar city and building of Gondar city's image through good word of mouth when they return to their residence can be an importance of cultural tourism.

### What challenges are faced cultural tourism attractions of Gondar city?

Most of the cultural night clubs are operated on a temporary basis for which they may force to leave their job due to a variety of reason (like increment of house rent cost). Thus, they simply lose their job and it leads to several problems like reduction of promotion to the culture due to their inexistence, those who are engaged in these clubs may lose their job and income and so on. In addition to this;

- ❖ The other challenge would be sound pollution as these night clubs are start their daily work during sleeping time.
- ❖ Tourism stakeholders are not as active as in playing a role in conservation, protection and promotion of the culture.
- ❖ The promotion made to the culture is not good enough.
- ❖ Lack of skilled and professional manpower is also another challenge for cultural tourism. For instance, some of the offices' employees are not graduates of tourism or culture or related fields.
- ❖ Illegal traders are also a challenge for cultural tourist attraction as they lead the legal ones out of the market.
- ❖ Seasonality nature of the tourism industry is also another challenging factor for cultural tourism in

Gondar city. This is mainly due to the nature of tourists. Meaning, most of tourists are seasonal in nature or coming to the destination on a certain period of time and their flow become less during the other time. This also affects the destinations' tourism industry and the residences life. Since cultural tourism is one part of the tourism industry, it also faced similar challenge too.

❖ Cultural invasion also main challenges for cultural tourism development in Gondar city like night clubs wearing style, dancing are more influence cultural tourism.

### **What are the opportunities of cultural attractions in Gondar city?**

The main thing regarding with the opportunities for these cultural attractions is peacefulness of Gondar city. Tourist flow to Gondar city becomes reduced if there is no peace in Gondar city. For instance, After the 2016 there was some political instability, as a result the tourists flow to Gondar was reduced in a remarkable manner and this leads to several problems in the local community's income and their culture too. Therefore, peacefulness of Gondar city is the major opportunity for the cultural tourism. In addition to these, After the outbreak of covid-19, most tourist generating countries was locked their boundary due to restricted the transmit of the pandemic, as a result the tourists flow to Gondar was reduced in a remarkable manner and this also leads to several problems in the local community's income and their culture too.

The cultural tourist attractions of Gondar city with that of good infrastructural development like accommodation facilities, shopping centers and other supplies can be another opportunity for this attractions and cultural tourism too.

The cultural tourist attraction in Gondar city have, like fasil castle,deberbrhan selasie,qusqam church,fasil bath,all are tangible cultural attractions and intangible cultural attractions are ritual festival like ephphany/timket,meskel, yearly or monthly celebrated days in orthodox religious.

### **What would be the offices' responsibility regarding with cultural tourism?**

As a culture and tourism office everything that concerns culture and tourism would be assessed and taken into consideration. Regarding with cultural tourism, culture and tourism office to create awareness of the people to protect community culture and cultural tourism attractions in Gondar city. The office also organized/established a tourism council which focuses on discussing tourism issues. Culture and tourism office is also working together with hotels association, guides association and the local community through their representative to discuss about tourism related issues.

## **5. CONCLUSION AND RECOMMENDATIONS**

### **CONCLUSION**

This research is done with the general objective of the challenges and opportunities of cultural tourism development in the case of Gondar city. In achieving this objective, the researchers went through both primary and secondary data. Questionnaire and interview are applied for primary data collection. Documents, internet and unpublished materials are the secondary sources.

In clarification of the general objective, the study has found some relevant findings which can indicate the major challenges behind cultural tourism development and put some possible solutions for these problems. In addition to this, the study has also tried to see some opportunities of cultural tourism in Gondar city. And the current status of and some potential attractions and benefits of cultural tourism in Gondar city are assessed in this study. The findings are very relevant for cities which share some common features with Gondar by which their tourism industry is highly affected by such problems.

Regarding with achieving the first specific objective: to identify the potential cultural attractions of Gondar city, the study has ensured that Gondar has potential cultural tourist attractions which are a motivational factor for both domestic and international tourists to make travel arrangements into Gondar. It is also viewed in the interview session, the elements which make the visitors to come to the city.

Concerning the second specific objective: to identify the major challenges of cultural tourism: the researchers observed lack of adequate promotion, absence of museum, lack of government attention, lack of skilled and professional manpower as the major challenges for cultural tourism. This is also widely summarized in the interview session, that these problems are the major challenge for cultural tourism that must be assessed.

Concerning the third specific objective: to identify the opportunities of cultural tourism in Gondar city: peacefulness of Gondar city, Gondar have cultural tourism attraction and cultural/ritual festivals celebrated days, good infrastructural development and good potential of cultural tourism attractions are worth to be mentioned.

Regarding with the last objective of the study: to assess the current status/condition of cultural tourism in Gondar city: it is reflected in the finding that the current trend of cultural tourism is found in a good stage of development. This is due to different factors like peacefulness of the city and improvement in the local community's attitude towards cultural tourism.

In addition to this, one indication about having a good opportunity of the current time cultural tourism is

that most of the tourists are coming to Gondar to visit cultural tourism attractions. This could also be a motivational factor for the society to keep and preserve their priceless culture.

## RECOMMENDATIONS

Based on the above findings, the researchers have recommended the following possible solutions.

- ❖ The tourism council should perform strong activities that can help the preservation and development of cultural attractions of the city. And other associations like that of tourism council should be established because they can play a vital role in minimizing these challenges and improving the current condition of these attractions.
- ❖ Participatory discussion stages play an important role in determining and avoiding the bottlenecks of any issue. Therefore, the government and tourism stakeholders should organize such participatory stages in order to minimize these challenges.
- ❖ The government must propose a plan to have evenly distribution of cultural tourism benefits among the stakeholders.
- ❖ Marketing mix elements are essential for the development and strong base of tourism. Since, cultural tourism is one aspect of tourism, marketing mix element are very important for cultural tourism too. Therefore, the government must implement a strong marketing mix program to sell these cultural tourism attractions.
- ❖ Gondar city should be museums which can display the local community's traditional and cultural elements such as their life style, cultural foods and traditional equipment's and so on. In addition to this, art galleries must get support either financial or other means from the government.
- ❖ Gondar city culture and tourism office or Amhara regional state culture and tourism bureau or Ministry of Culture and tourism should have organized a specific team from the local communities, tourism organizations and governmental institutions that can focus on the work of preservation, maintenance, minimizing the challenges and for efficient use of those opportunities and conducting researches which can indicate the trend of these attractions and cultural tourism too.
- ❖ Gondar city culture and tourism office should enforce strong policies and strategies for cultural tourism with the collaboration of tourism organizations and should give due attention for their implementation.
- ❖ Culture and tourism office, tour guides, tour operator and other tourism and tourism related organizations should make a strong effort to have a consistent means, like that of tourism council, for providing awareness to the local communities so as to bring attitudinal change towards how precious, important, valuable and necessary their culture is.
- ❖ Direct contact between the tourists and local communities should be established to make the local community more benefited. Positive interaction of tourists with the local community will also help to boost tourist satisfaction and to have even better and smooth resident-tourist relation.
- ❖ Gondar city has a potential cultural tourist attraction to attract both domestic and foreign tourists. Therefore, Gondar city culture and tourism office should conduct strong promotional campaign to attract the prospective visitors by using different printed and electronic Medias.
- ❖ Collaboration of the office with stakeholders should be assured to increase the tourists' safety and provision of quality service. Therefore, the tourists' satisfaction and the residents' revenue will increase.
- ❖ Gondar city culture and tourism office should give due attention for the development and conservation of these attractions. Trainings and workshops about cultural tourism issues should be organized on a permanent basis in all levels. I.e. from the city level to the sub cities and Kebeles.
- ❖ The local community should be an active participant regarding with any issue that concerns their culture.

## References

- Bob and Hilary. (2002). Culture tourism; the partnership between tourism and cultural heritage management. *Haworth hospitality press*.
- Brian, W. (1997). *Here we go, here we go, and here we go eco*. In M.J. Stabler, *Tourism & sustainability: principles to practice*. New York: CAB International.
- Burns, N. & Grove, S.K. (2003). *Understanding nursing research. (3rd ed)*. Philadelphia: Saunders Company.
- Butcher, J. (2003). *The moralization of tourism: sun, sand ...and saving the world*. New York: Routledge .
- De Kadt, E. (1979). *Tourism - passport to development?* Washington D.C: Oxford University Press.
- Gee, C. Y., and Fayos-Sola, E. (1997). *International tourism: A global perspective*. Madrid: World Tourism Organization.
- Goeldner, C. R. (2009). ). *Tourism: principles, practices, philosophies / Charles R. Goeldner, J. R Brent*

- Ritchie. (11th ed. New Jersey: John Wiley & Sons, Inc.
- Gondar, C. C. (2019). *Demography of Gondar City*. Gondar: Unpublished.
- Gordon, W. (2001). Consuming heritage: perceived historical authenticity. *Annals of tourism research*, 27,(4), 835-862.
- Grunwald, R. A. (2002). Tourism and cultural revival. *Annals of Tourism Research Vol.29, Issue 4*, 1004-1021 .
- Hughes, H. (1996). Redefining cultural tourism. *Annals of Tourism Research* 23 (3), 707-709.
- Jennifer, C. (1997). *The culture of tourism*. In C. Rojek and J. Urry, *Touring Cultures: Transformations of travel and theory*. New York: Routledge.
- Kothari, C. (2004). *Research Methodology Methods and Techniques. Second Revised Edition*. Jaipur: India: New Age International Publishers.
- Mengistu, G. (2008). *Heritage Tourism in Ethiopia*. Addis Ababa.
- Richards, G. (2001). Cultural Attractions and European Tourism. *Annals of Tourism Research*, 259 ISBN 0851994407.
- Shaw, G. and Williams, A. (2002). *Critical issues in tourism: A geographical Perspective (2nd ed.)*. Malden: Blackwell Publishers.
- Stebbins, R. (1996). 'Cultural Tourism as Serious Leisure'. *Annals of Tourism Research* v23 n4, 948-950 .
- UNWTO. (2014). *WTO's support to the New Partnership for Africa's Development*. Madrid: UNWTO.
- UNWTO. (2018). *Tourism for Development – Volume I: Key Areas for Action*. Madrid: UNWTO.