

Community Empowerment as a Tool for Sustainable Tourism Development: The Case of Hawassa City and Its Vicinities

Mengist Abera

Lecturer In Department of Tourism Management, Wachemo University, Ethiopia

Abstract

The main purpose of the current study is to investigate the major contribution of community empowerment to the achievement of sustainable tourism development in Hawassa city and its vicinities. The study employed descriptive and explanatory research design and used both qualitative and quantitative research approaches. The target populations for the study were households, tourism officials and tourism service providers. Both purposive and systematic random sampling techniques were employed for interview and household survey questionnaire data gathering instruments respectively. The data gathered by qualitative approach analyzed, discussed and interpreted by narrative analysis, whereas the quantitative data analyzed by descriptive statistics (frequency, mean, percentage) and inferential statistics (correlation, regression) with the help of version 21 statistical packages for social science (SPSS) software. The finding of the study also identified that the status of community empowerment in the study area is very low. Moreover, the study revealed that community empowerment in sustainable tourism development helps to bring different economic, socio-cultural and environmental contribution. Based on the findings of the study, the researcher recommended that the city culture, tourism and sport department should focus on awareness creation; training and capacity building program to improve and enhance community empowerment in sustainable tourism development in the study area.

Keywords: Community, Community Development, Community Empowerment, Sustainable Tourism Development, Hawassa

DOI: 10.7176/JTHS/63-02

Publication date: January 31st 2023

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

The idea of community empowerment is an important tool in the achievement of sustainable tourism through minimizing the negative impacts and maximizing the positive impacts of tourism in a given destinations (Barmelgy, 2013). Moreover, community empowerment is a means to reduce the poverty of communities, improve the quality of local life, and protect and conserve the natural resources and culture of local people. However, without the empowerment of local communities it will backfire for the local people and sustainable tourism development (Sofield, 2003). Local wisdom-based community empowerment aims to empower its people to blend into tourism activities. As a result, the natural resources, culture, industry, local wisdom, and local resources owned by local communities that can be used as tourism objects and attractions are sustainable. UNWTO (2011) asserts that, community empowerment as a precept of sustainable tourism can be a tool for economic development and poverty reduction.

Empowerment at the community level can be achieved if individuals are acting for the community's interest rather than for their own desires (Sadan, 2004). The empowerment of local communities in the sustainable tourism development improves the quality of the tourism experience. In addition to this, community empowerment makes a community more supportive, confident and productive, with a sense of pride and commitment to the future (Hunter, 2015). Hence, local community empowerment in tourism planning and related activities not only support the tourism industry, but also acts as a crucial component to achieving sustainable tourism development (Cole, 2006). Additionally, local community empowerments have a vital contribution in sustaining prosperity of the tourism industry, promoting the wellbeing of the local community and preservation of the local environment (Jamal & Getz, 2014). Thus, community empowerment is included as one of the 12 agenda items for sustainable tourism that aims to increase local control of the decision-making process and/or planning for tourism development (UNEP & UNWTO, 2005).

Ethiopia as a tourist destination is rich with various tourism products like attractive cultural and historical heritages, favorable weather condition, hospitable people, unique landscape and geographical location in Horn of Africa. It is the cradle of mankind and human cultures, original Place of coffee, home of many endemic species, and is home for a myriad of untapped cultural and natural attractions (Mulugeta, 2017). Even though the country is endowed with many tourism resources, the sector is not well developed. The under development of the sector is the result of absence of a full-fledged policy framework, lack of tourism infrastructures and lack of community participation and involvement (Beyene, 2017).

Hawassa city is endowed with natural and cultural types of tourism attractions. Major tourist attractions are

lake Hawassa, Amora Gedel, St. Gebreil church, Fish market and Chamballa festival (Gedicho, 2015). Furthermore, Wondo Genet is endowed with natural (Ecotourism site and Hot Spring) and cultural types of tourism attractions. Besides, there are pockets of landscapes covered with jungle forests, streams and a variety of birds and wildlife (Mohammed, 2007). Hence, ecotourism is suggested as complimentary form of tourism development in Wondo Genet as the area is known for its natural and cultural tourism resources (Wondirad, 2020). Despite this potential, there are different challenges for sustainable tourism development in Hawassa city and its surroundings: rapid urbanization, population growth and lack of cooperation among different stakeholders (HCACTSO, 2017).

1.2. Statement of the Problem

There are different tourism related problems that has been identified by the communities or government bodies resulting from economic, social, political and psychological disempowerment such as pollution, prostitution, crime, leakage of money, overcrowding, gambling, loss of biodiversity, degradations, inflations, theft and robbery. The underlying causes of the above listed problems are lack of control and a discussion about the broader determinants of their tourism industry and lack of community empowerment (WTO, 2002). Today, the need to involve communities and other actors, such as NGOs and the private sector, as partners in sustainable tourism management programs has been highlighted. It has been demonstrated that when communities are empowered with responsibilities and rights for the management and receive benefits from them, there is an increase in community ownership of resources and processes, thereby encouraging sustainable utilization of natural resources.

Evidently, the communities are always at the receiving end when it pertains to losses in the exchange (Chilenge, 2013). Hawassa city is an ideal spot for foreign and domestic tourists. Because of this, there are different international hotels and resorts are found in the city. The rapid growth of new hotel and related businesses is increasing at an alarming rate. The more expansion of tourism related business and activities require more care for environment, culture, economy as well as society (Kifle, 2017). Local communities are somehow beneficiaries from tourism business directly or indirectly. They earn money from domestic and foreign tourist in many ways. The protected area managers in Gudumale recreational park, Wondo Genet ecotourism site, small business service providers (souvenir shops, fish product suppliers, boat service providers, entrance fee collectors, local wardens, local tour guides, car rent service providers, cameraman service providers) are local communities. Additionally, different association such as boat and entertainment associations are organized with the help of local government and engaged in community based tourism practice in the study area. Furthermore, the conservation and protection Lake Hawassa and other tourist attractions by applying different tools of sustainability techniques such as car and motor vehicles restriction, code of waste practice and management, environmental sustainable management practice in collaboration with tourism stakeholders are indicators of sustainable tourism practice in the in the study area.

Helina has conducted research on community participation in the decision-making process for sustainable park management in Abijata Shalla national park (Helina, 2018). In her study, inadequate community participation in the management of the park resources was found to be confronting some issues especially regarding benefit sharing between the management team and the local communities. Furthermore, she suggested the management of Abijatta Shala lake National Park should be run in partnership with other NGOs that are interested in community participation issues to come to the aid of the communities especially in the area that concerns capacity building for livelihoods diversification. Dagnachew has conducted the research on community participation in tourism development in Lalibela (Dagnachew, 2013). The result witnessed that, active participation of the local community in the tourism decision making processes is an appropriate way in tourism development. Most of the previous studies focused on community participation and domestic tourism development, and do not emphasize on community empowerment point of view.

There was a very limited study on community empowerment in Ethiopia in tourism context focusing mainly on health empowerment, women economic empowerment and women political empowerment. Hence, community empowerment has become the main issue of sustainable tourism development in developing countries. The contribution of community empowerment for sustainable tourism development has not been addressed in Hawassa city and its surrounding. Hence, the study aimed to fill the gap by investigating the contributions of community empowerment to the achievement of sustainable tourism development in Hawassa city and its vicinities.

1.3. Research Questions

The study answered the following research questions;

- 1) What is the status of community empowerment practice in sustainable tourism development in Hawassa city and its vicinities?
- 2) What are the major ways contribution of community empowerment in sustainable tourism development

- in Hawassa city and its vicinities?
- 3) What are the major factors that influence community empowerment in sustainable tourism development in Hawassa city and its vicinities?

1.4. Objective of the Study

1.4.1. General Objective

The general objective of this study is to investigate the contribution of community empowerment to the achievement of sustainable tourism development in Hawassa city and its vicinities.

1.4.2. Specific Objectives

Specifically the study aimed to achieve the following objectives;

- 1) To assess the status of community empowerment practice in sustainable tourism development in Hawassa city and its vicinities.
- 2) To analyze the major ways contribution of community empowerment in sustainable tourism development in Hawassa city and its vicinities.
- 3) To investigate the major factors that influence community empowerment in sustainable tourism development in Hawassa city and its vicinities.

1.5. Scope of the Study

Geographically, the coverage of the study limited to Hawassa city and its vicinities. The Hawassa city selected for accessibility of the area to the researcher as well as the worth of the area for tourism industry. Thematically, the study limited to community empowerment as a tool for sustainable tourism development. Methodologically, the study employed descriptive and explanatory research design and used both qualitative and quantitative research approaches and the data was obtained through semi-structured questionnaires and semi structured in depth interview. In addition to this, the target populations for the study include the households, tourism service providers' and government tourism officials, because they were important stakeholders who were more knowledgeable about the area. Finally, timeframe within which the study was carried out covers November 2020 to June 2021.

1.6. Significances of the Study

The findings of the study contribute a lot in academic institutions. Besides, the study presents both primary and secondary information that could assist scholars, academicians and researchers interested in exploring and understanding the contribution of community empowerment in sustainable tourism development. The study provides a source of information on community empowerment and sustainable tourism development for government tourism official management, tourism service provider management and other concerned stakeholders. The study helps to create awareness on the status of community empowerment practice, major ways contribution of community empowerment and factors that influence community empowerment of stakeholders that are not actively participating in the sustainable tourism development. It also serves as a guideline and source of information for different stakeholders. In addition, it helps private organizations like tour guide associations, local community and government tourism organizations to benefit from community empowerment in different sector.

1.7. Organization of the Study

The study was organized in to five chapters. Chapter one constituted of introduction, background of the study, statement of the problem, research questions, objective of the study (both general and specific), significance of the study, organization of the study and operational definition of terms ,whereas the second chapter consisted review of related literature and conceptual framework. Moreover ,the third chapter focused on research methodology part, it was about how the research done, i.e., research design, what approaches used, sampling technique and size, sources of data and instruments that used to collect data and methods of data analysis. Chapter four consisted of results and discussions. Finally conclusion, recommendations and future research directions put in the place in the last chapter.

1.8. Operational Definition of Key Terms

Operational definition of terms included the definition of the key words or jargons in the study. Thus, the following terms are defined for the purpose to avoid difficulty of understanding of ideas and concepts associated to those words or phrases to the readers.

Tools: Techniques used for maintaining sustainability in tourism and associated area (Swarbrooke, 1999).

Community: A specific group of people, often living in a defined geographical area, who share a common culture, values and norms, arranged in a social structure according to relationships which the community has developed over a period of time (Swarbrooke, 2004).

Empowerment: The highest level of participation at which communities become active agents of change and they have the ability to find solutions to their problems, make decisions, implement actions, and evaluate their solutions (Cole, 2006).

Community Empowerment: A gradual process which involves continual learning and the constant building of a community's capacity to articulate and address their priorities (Cole, 2006).

Sustainability: The process of people maintaining change in a balanced environment, in which the exploitation of resources, the direction of investments, the orientation of technological development and institutional change are all in harmony and enhance both current and future potential to meet human needs and aspirations (Brundtland, 1987).

Sustainable Tourism: Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities (UNEP and WTO, 2005).

Tourism development: Envisaged as leading to management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes (UNWTO, 2005).

Sustainable Tourism Development: Development meets the needs of present tourists and host regions while protecting and enhancing opportunity for the future (UNWTO, 2005).

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Definitions and Concepts of Community Empowerment

The term community empowerment is still controversial which means that there is no universally accepted definition of community empowerment, different scholars and organizations define it in various ways. However, community empowerment is related to the people centered development. It involves, giving power, confidence, and skills to the communities to shape and influence what public bodies do for them (FICCI, 2001). Over the past years, various government agencies have made an attempt to involve the local community in every activity in order to manage the local resource and make better use of them. Resources can be of any kind, natural, cultural, physical etc. contributing to the wealth of the community in the village. Community empowerment consists of two concepts "community" and "empowerment". Furthermore, communities are groups of people that may or may not be spatially connected, but who share common interests, concerns or identities and also communities may be local, national, international or even global in nature and may have either specific or broad interests (Laverack, 2007).

Empowerment represents the highest level of participation at which communities become active agents of change and they have the ability to find solutions to their problems, make decisions, implement actions, and evaluate their solutions (Cole, 2006). Although, when empowerment is not effectively operating, sometimes conflicts with the development of collective empowerment exist. Empowerment at the community level can be achieved if individuals are acting for the community's interest rather than for their own desires (Sadan, 2004). Additionally, community empowerment can be thus seen as a process in which local communities acquire the right and power to gather resources to meet their needs as well as make decision and control changes in order to achieve social justice and to maximize quality of their lives empowering interventions have been promoted by tourism planners, researchers and practitioners alike.

On the other hand, empowerment strategies are variously operation community participation, ownership, capacitating, and community empowerment through community-based tourism, livelihood diversification, partnerships, community-based management and community sovereignty.

Moreover, the many definitions of community empowerment promote either inter-personal or contextual elements and define it either as an outcome or a process (Laverack, 2001). Yet, what these definitions have in common is their focus on a level of community control, community ownership, and the importance of community livelihoods derivation. More specifically, the UNWTO (2011) asserts that, community empowerment as a precept of sustainable tourism can be a tool for economic development and poverty reduction. Community empowerment through tourism is based on cultural, wildlife and landscape assets that belong to the poor and promotes linkages to local economies and tourism leakage reduction (WTO, 2002).

Despite the promotion of community empowerment through tourism projects, the meaning and reception of community empowerment from the community's perspective is little understood. Warburton (1998) argues that true active participation or empowerment has received little attention in the tourism development literature. In the same vein, Laverack (2001) posits that for the realization of sustainable tourism, community empowerment is regarded as a central component to community development and yet making this concept operational in a program context remains elusive.

In summary then, in a tourism context, local communities need to be empowered so they can play a part in determining whether tourism is an appropriate activity to pursue in the community, influence the type of tourism

that develops locally, based on an assessment of what is appropriate (Scheyvens, 2002). To analyze tourism impacts on local communities, Scheyvens (1999) proposes an empowerment framework that includes economic, psychological, social, and political dimensions. This framework primarily relates to empowerment as an outcome even though political empowerment also relates to the processes of empowerment.

Table 0: A framework for determining the empowerment of tourism development in local communities

Sign of Empowerment	Sign Disempowerment
Economic Empowerment	Economic Disempowerment
Tourism brings lasting economic gains to a local community. Cash earned is shared between Many households in the community. There are visible signs of improvements from the cash that is earned (e.g., improved water systems, houses made of more permanent materials; More children are able to attend school).	Tourism merely results in small spasmodic cash gains for a local community. Most profits go to local elite, outside operator, and government agencies. Only a few individuals or families gain direct financial benefit from tourism; others cannot find a way to share in these economic benefits because they lack capital, experience, and/or appropriate skills.
Psychological Empowerment	Psychological Disempowerment
Self-esteem of many community members is enhanced because of outside recognition of the uniqueness and value of their culture, their natural resources, and their traditional knowledge. Increasing confidence of community members leads them to seek out further education and training opportunities. Access to employment and cash leads to an increase in status for traditionally low-status sectors of society, e.g., women, youth, the poor.	Those who interact with tourists are left feeling that their culture and way of life are inferior. Many people do not share in the benefits of tourism, yet they may face hardships because of reduced access to the resources of a protected area. They are thus confused, frustrated, uninterested, or disillusioned with the initiative.
Social Empowerment	Social Disempowerment
Tourism maintains or enhances the local community's equilibrium. Community cohesion is improved as individuals and families work together to build a successful tourism venture. Some funds raised are used for community development purposes, e.g., to build schools, improve roads or the water supply.	Disharmony and social decay. Many in the community take on outside values and lose respect for traditional culture and elders. Disadvantaged groups (e.g., women) bear the brunt of problems associated with the tourism initiative and fail to share equitably in its benefits. Rather than cooperating, individuals, families, ethnic or socio-economic groups compete with each other for the perceived benefits of tourism. Resentment and jealousy are commonplace
Political Empowerment	Political Disempowerment
The community's political structure, which fairly represents the needs and interests of all community groups, provides a forum through which people can raise questions relating to the ecotourism venture and have their concerns dealt with. Agencies initiating or implementing the tourism venture seek out the opinions of community groups (including special interest groups of women, youth and socially disadvantaged groups) and provide opportunities for them to be represented on decision-making bodies, e.g., the Wildlife Park Board, the regional tourism association.	The community has an autocratic and/or self-interested leadership. Agencies are initiating or Implementing the tourism venture treat communities as passive beneficiaries, failing to involve them in decision-making. Thus most community members feel they have little or no say over whether the tourism initiative operates or the way in which it operates.

Source :(Scheyvens, 1999; 2002, p. 60)

2.2. Dimensions of Community Empowerment

2.2.1. Psychological Empowerment

According to Cattaneo and Chapman (2010), the general acceptance in psychology, an individual's level of participation is strongly linked to his psychological empowerment. In tourism's context, psychological empowerment is referred to the capability of uplifting residents' sense of pride in their living environment and their cultural identity. Although this influence has to be further operational zed as a construct to predict resident attitude towards tourism, the previous literature findings like (Besculides, Lee & McCormick, 2002; Woosnam, Norman, and Ying, 2009) lead to believe psychological empowerment will generate a positive influence on resident perception. Boley, McGehee, Perdue & Long, (2014) and Zimmerman (1995) describe psychological

empowerment have to be included as an antecedent to resident attitude toward tourism, since it benefits residents to receive from tourism that would increase their pride and self-esteem, while also, that has to be hypothesized, to illustrate the direct impact on resident perceptions of tourism's benefits and costs, as well as their overall support for tourism. A local community which is optimistic about the future, has faith in the abilities of its residents, is relatively self-reliant and demonstrates pride in traditions and culture can be said to be psychologically powerful. In many small-scale, unindustrialized societies, preservation of tradition is extremely important in terms of maintaining a group's sense of self-esteem and well-being (Mansperger, 1995).

2.2.2. Social Empowerment

Kay (2006), describes the base of social empowerment as "the emphasis on cohesion and collaboration are believed to be essential requirements for local economic development", while (Di Castri, 2004) sees it as "having an important role in helping bring people together to work on common interests" (cited in Boley, 2012). Social empowerment can be improved by strengthening the relationships of local residents and other tourism related stakeholders. Such efforts also result in promoting community cohesion that is linked with building strong networks for individuals (Scheyvens, 1999). Once, the residents feel that they are socially linked and related to other important stakeholders they prompt to participate actively in the activities of their concern and this notion is common for tourism as well. Thus, only socially empowered individuals and groups can work together to build local tourism, benefiting them while supporting local community. Boley et al. (2014) emphasize that "It is believed the increased cohesion and collaboration associated with social empowerment will have a significant, impact upon how residents interpret tourism's impacts, as well as their overall support for tourism".

2.2.3. Economic Empowerment

When considering whether or not a community has been economically empowered by tourism venture, it is necessary to consider opportunities which have arisen in terms of both formal and informal sector employment and business opportunities. While some economic gains are usually experienced by a community, problems may develop if these are periodic and cannot provide a regular, reliable income. In addition, concerns may arise over inequity in the spread of economic benefits. It is problematic to assume that a community Economic empowerment or disempowerment can also refer to the local communities' access to productive resources in an area now targeted by ecotourism. For example, the establishment of protected areas typically reduces access to hunting and agricultural lands. In addition, protection of wildlife species such as elephants may result in destruction of crops and injuries to livestock and people (Scheyvens, 1999).

2.2.4. Political Empowerment

Political empowerment generally referred to power for vote and participate in political activities. Yet, it encompasses the functions of voicing one's aspirations into collective actions. According to Scheyvens (1999, p. 247), the role of political empowerment in tourism context is to provide all community groups with a forum to raise concerns and questions about tourism development. (Boley,2014). " political empowerment, within a tourism context, increases residents perceptions of sociopolitical control; the extent to which individuals perceive themselves as having motivation and capacity to utilize social and political resources. Therefore, in a situation of empowering residents in tourism decision- making, it has a positive effect on overall community support for tourism.

2.3. Contribution of Community Empowerment in Sustainable Tourism Development

The empowerment of local communities in the sustainable tourism development, not only benefits them and the environment in general, but also improves the quality of the tourism experience. Local community empowerment is a key-player or critical stakeholder, among others, in the sustainable tourism development process. Local involvement and shared decision making are crucial to sustainable development. Community empowerment makes a community more supportive, confident and productive, with a sense of pride and commitment to the future. Local involvement means more than employment in the usual low-paid, seasonal service jobs, such as waiters, barmen or gardeners. Higher status and better paid management jobs, often filled by expatriate staff, should be made available to local people whose special local knowledge and expertise would add invaluable quality to the tourism experience (Cole, 2006). Therefore, the study tried identify the contribution of community empowerment to the achievement of sustainable tourism development in the study area.

2.3.1. Sustaining Prosperity of the Tourism Industry

Support from local residents is vital for the prosperity of the tourism industry (Jamal & Getz, 2014). Since the unique qualities found in indigenous cultures and environments are the main reason some tourists choose to visit certain destinations, involving local communities in tourism development and planning provides tourists with a higher-quality, more authentic experience. Another statement from Fossen and Lafferty (2001) compared Hawaii with Queensland and found that Hawaii encouraged grassroots communities to be broadly and democratically organized to influence tourism policy. The communities there actively participated and influenced the tourism planning, and they had a consensus on reducing the release of land to hotels during periods of down-turn. Their

efforts accordingly reduced the problems of low occupancy and low room rates and thereby contributed to the sustainable tourism development in Hawaii. Thus, a prosperous local tourism industry is almost completely dependent upon the involvement of its host community.

2.3.2. Promoting the Wellbeing of Local community

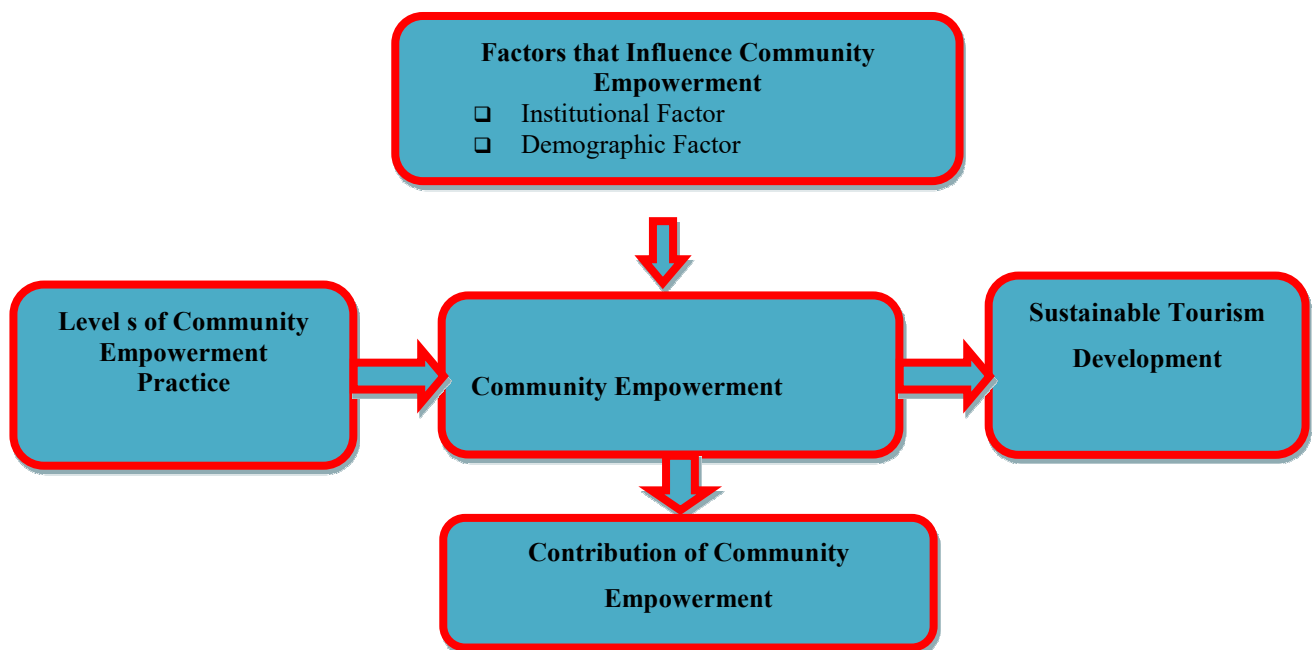
Host communities demand involved in local tourism in order to promote own interests. Local residents often devote themselves to tourism development because of their desires to increase their income, employment and education (Timothy, 2001), all of which compensate for their losses and award their contribution. Community members also call for more control over the process of tourism development in order to understand how their money is being spent (Law, 2002) and to guide their own development goals (Timothy, 2001). The desire for financial compensation and control over tax expenditure tends to increase if the government exerts some level of sponsorship over the local tourism industry. The government may accomplish this either by providing grants or tax abatements to leverage private sector investments or by allocating considerable amounts of capital for investment in infrastructure and amenities in order to meet the needs of developing tourism. For example, residents may resist tourism development in cases where tourism funding comes from the public welfare capital. Keating (2015) illustrated this situation by pointing to a Cleveland-based project in which the tax abatements for tourism development exactly equaled funding reductions in educational investment.

2.3.3. Motivating Preservation of the Local Environment

In terms of sustainable local development, community empowerment also contributes to the preservation of natural and cultural resources. As for the damage that is sometimes inflicted upon natural or cultural assets by tourists, local community members, are the most qualified to repair the damage. Their participation in tourism development, especially during the planning process, can help inspire and fulfill their interest in environmental preservation. They can feel more responsible for the environment when they are legally authorized to protect these resources, let alone the additional profits derived from their preservation. Some heritage destinations retained the authenticity of their culture in order to attract more tourists wishing to see the culture's original appearance. For example, some African farms have transformed from traditional agricultural institutions into national parks in order to earn more profits through tourism development, while also protecting their original natural resources (Ashley & Roe, 2015). In this sense, community empowerment is an effective way to sustain the development of a community by motivating the preservation of local resources.

2.4. Conceptual Framework of the Study

According to Pearce (2001), frameworks are valuable because they offer both an overview of the field and can help to place specific studies in context. The conceptual framework gives particular emphasis to the relationship between the factors and community empowerment. It has designed by the researcher by reviewing the existing literature to explain the conceptual relationship that exists between dependent and independent variables.



Source: Own Compilation, 2021

Figure 2.1: Conceptual Framework of the Study

CHAPTER THREE RESEARCH METHODOLOGY

3.1. Research Design

The study employed descriptive and explanatory research designs. According to Kothari (2004), in descriptive design the researcher has no control over the variables he/she can only report what has happened or what is happening simply sets out to describe and to interpret what is. Therefore, descriptive research design used to explore the issues, narrate and describe the community empowerment in sustainable tourism development in qualitative and quantitative way in the study area. On the other hand, an explanatory research tried to establish relationship that exists between variables. It aims at identifying how one variable affects the other; it seeks to provide an empirical explanation to the causes and effects relationship between one or more variables (Mark, Philip, & Adrian, 2009).

3.2. Research Approach

The major reasons for doing qualitative research is to become more experienced with the phenomenon under study and to investigate complex and sensitive issues and similarly, most of the previous sustainability studies/literatures adopted qualitative approach. On the other hand, the objective of quantitative research is to apply mathematical models to natural phenomena and use measurement that provides the fundamental connection between empirical observation and mathematical expression of quantitative relationships (Saunders, et al., 2007). Therefore, the study employed a mixed research approach with the aim of benefiting from the strengths of both qualitative and quantitative approaches. The mixed model research approach is very obtrusive to execute the analysis of data in a research sequentially (Cameron, 2009).

3.3. Target Population

The target populations of the study were households, tourism service providers and government tourism officials. The categories of the target populations considered for the study were believed to be important stakeholders who are more knowledgeable about the area in relation to community empowerment and sustainable tourism development.

3.4. Sample Size

The quantitative sample selected based on an estimate of population, accurate to + 5 % or better, with 95 % confidence about being right (Gomm, 2008). The total number of households (HHs) representatives of local communities in the study area was 5932.

$$n = (N)/1+N (\alpha)^2$$

Where,

n= Expected Sample Size

N= Population Size/ household representatives of local communities (5932)

α = Level of Confidence Interval (0.05)

$$n = (N)/1+N (\alpha)^2$$

$$n = (5932)/$$

$$1+5932. (0.05)^2$$

$$374.73 \approx 375 \text{ (households)}$$

However, the sample in each stratum was selected based on the Groves (2004) formula as $n_i = (N_i/N) n$, where, n_i = Expected Sample Size of strata, N_i = Population Size of the Strata, N = Population Size of the study, n = Sample Size of the whole Population. Kothari (1990) described that, irrespective of the number of populations in a given study area, the study can determine an appropriate sample size which should be more than 30. Since, questionnaires distributed among 375 respondents.

Table 3.1; Sample size in each selected Kebeles of study area

Selected Study Areas	Number of Households(HHs)	% From the Target Population	Sample of Each Kebeles
Hayik Dar sub city	5016	85	317
Woysha Soyama Kebele	916	15	58
Total	5932	100	375

Source: Researcher own calculation based on the data obtained from selected areas, 2021

Therefore, in this study a total sample size of 383 have been used. A sample of 375 approached through household survey questionnaires. Whereas, the remaining 8 sample were approached through semi structured in depth interview.

3.5. Sampling Techniques

3.5.1. Purposive Sampling

Purposive sampling technique fits the requirement of the study. The samples were selected from Hayik Dar sub city (near to Lake Hawassa) and Woysa Soyama kebele (near to Wondo Genet hot springs and ecotourism site) purposively. Besides, households who have contact with tourists were selected. The households were expected to give good information than others. The study also elected tourism service providers and government tourism officials by purposive sampling, based on their experience, knowledge and positions to administer interview.

3.5.2. Systematic Random Sampling

The study employed systematic random sampling technique to select respondents from household representative of local communities. The selection of households by systematic random sampling was based on approach of Sarantakos (1988). The sampling fraction method which symbolized by k , the samples were drawn from a sampling frame on the basis of the sampling fraction that is equal to N/n , where k = sampling fraction, N = target population and n =sample size. Accordingly, the target populations, i.e., the households were 5932 and the intended sample size was 375. Additionally, the sampling fraction is 16 (i.e. $5932/375 \approx 16$). Because of systematic random sampling, households was selected from a list in a certain order in which every 16th person chosen for the sample.

3.6. Source of Data

The study used primary data sources including households survey questionnaire, interview and secondary data (for literature and discussion parts) from (community empowerment books, community empowerment journals, community empowerment article, sustainable tourism books, sustainable tourism journals and sustainable tourism article).

3.7. Methods of Data Collection

3.7.1. Interview

The study employed semi structured in depth interview for key informants that were selected purposefully as the tool for data collection, because it provides respondents with the opportunity to fully describe their experiences. This method of data collection chosen to allow the participants to share their own stories in their own words, rather than being forced by pre-established lines of thinking developed by the study. Therefore, government tourism officials and tourism service providers were selected based on purposive sampling technique by considering their experience, knowledge and position. The rationale for selecting tourism service providers is because those were the main tourism service suppliers in the study area. The study used interview as a tool to collect data related to the level of community empowerment practice, contribution of community empowerment and factors that influence community empowerment. Furthermore, the study employed interview for managers of tourism service providers and government tourism officials. Overall, 8 key informants were interviewed: one key informant from Hawassa city culture, tourism and sport department, one key informant from Wondo Genet culture, tourism and sport department, one key informant from Hawassa Fikir Hayik micro boating and entertainment association, one key informant from Lewi resort, one key informant from Haile resort, one key informant from Wondo Genet ecotourism local tour guide association, one key informant from Wondo Genet resort hotel and one key informant from under the city municipality.

3.7.2. Questionnaire

The respondents were asked to rate their responses based on the seven(7) point Likert scales a question that ranges from very high (7) to very low(1) and strongly agree (7) to strongly disagree (1). According to Kamilah (2018), the use of seven (7) point Likert scale items have more accurate, high validity and better reflection of respondent's true evaluation. For open-ended questions, the respondents were asked to support their own judgment; while for close-ended questions respondents were given options to select their own response from provided questions. The study used questionnaire as a tool to collect data related to the level of community empowerment practice, contribution of community empowerment and factors that influence community empowerment. The study distributed (375) questionnaire for households.

3.8. Methods of Data Analysis and Interpretation

Qualitative data gathered from interview organized, analyzed and interpreted by using thematic analysis. Braun and Clarke (2006) discussed that, thematic analysis is often the go-to method in most qualitative research and comprises six steps which include familiarizing oneself with the data, generating initial codes, searching for themes, reviewing themes, defining and naming themes and producing report. Besides, quantitative data interpreted by using different descriptive statistics (frequency, percentage and mean) and inferential statistics (correlation and regression) with the help of SPSS software (SPSS Version 21). The advantage of using SPSS software for the analysis of quantitative data was to display the result of the research work in a simplified way. In addition to this it is important to calculate the descriptive statistics and inferential statistics within a short

period of time rather than using the manual analysis of the data. Among the many statistical tests that one can use for inferential statistics, the study used Pearson correlation analysis and multiple liner regression analysis. Therefore, correlation coefficient analysis used to test how strong the relationship between dependent variable and independent variables. For Pearson correlation coefficient analysis, the value range was from -1 to +1. Using multiple liner regression analysis identified the independent variables that affect dependent variable by comparing the beta weights. And also, multiple liner regression analysis applied to test more than one independent variable towards one dependent variable. The multiple liner regressions were calculated using the proposed formula to study the relationship between the independent variables and dependent variable. The study regressed community empowerment as a dependent variable and economic, socio-cultural and institutional factor as independent variables.

Thus, multiple regressions calculated by using the proposing formula:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Y =represents the dependent variable,

X1, X2, X3, =independent variables

X1=Economic Factor

X2= Socio- Cultural Factor

X3=Institutional Factor

a= Represents the intercept or constant, and

b=Represent the partial regression coefficient.

E=error

3.9. Validity of Data

The primary purpose of validity is therefore to increase the accuracy and usefulness of findings by eliminating or controlling other conditions, which allow for greater confidence in the findings of a given study. For this study, it was important to ensure whether the collected data was reliable and truthful. Subject matter expert review was often a good first step in instrument development to assess validity. So, in order to determine the study validity, the questionnaires were evaluated by advisors to check how the respondents understand the questions and meet the objective of the study. Issues raised by advisors were corrected and questionnaires were refined.

3.10. Reliability of Data

The study triangulated the data collection methods such as questionnaires and interview. Based on this, the researcher collected varied types of information through different sources that could enhance the reliability of the data and the results. The instrument was calculated by finding Cronbach alpha coefficient. Cronbach's alpha is an index of reliability associated with calculating the reliability of items that are not scored right versus wrong (Fraenkel&Wallen, 2003).

Reliability analyses were also applied to test the internal consistency of the measuring instrument, questionnaire. According to George and Mallery (2003), the rule of thumb of if " $\alpha > 0.9$ (Excellent), $\alpha > 0.8$ (Good), $\alpha > 0.7$ (Acceptable), $\alpha > 0.6$ (Questionable), $\alpha > 0.5$ (Poor), and $\alpha < 0.5$ (Unacceptable) For the purpose of this study, the Cronbach's alpha coefficient was calculated by distributing questionnaires. Pilot survey was conducted using the questionnaires of the study on 20 sample respondents in the study area.

The result was presented as follows:

Table 3.2: Reliability of the instrument (Pilot Testing)

Dimensions	No. of Items	Cronbach's Alpha Coefficients		Remark
		A	N	
LCE	14	.723	20	Acceptable
CCE	12	.814	20	Good
FCE	13	.767	20	Acceptable

LCE: Level of Community Empowerment CCE: Contribution of Community Empowerment FCE: Factors that Influence Community Empowerment

Source: Survey Questionnaire, 2021

3.11. Ethical Consideration and Confidentiality

The study conducted by considering appropriate ethical principles. In this study, the researcher had letter from Hawassa University to approach the targeted organizations for data collection. Therefore, the study provided the letter before data collection to the organizations under study and the objectives of the study were made clear for the respondents and their consent has been considered in the current study. Moreover, no information modified or changed and the sources of data used for this study were properly acknowledged and cited.

CHAPTER FOUR RESULTS AND DISCUSSIONS

4.1. Demographic Background of the Respondents

This section presents the characteristics of the respondents such as sex, age, marital status, educational status and employment status.

Table 4.1; Demographic background of the respondents

	Variables	Frequency	Percentage (%)
Sex	Male	173	52.7
	Female	155	47.3
	Total	328	100
Age	18-30	107	32.6
	31-43	192	58.5
	44-56	21	6.4
	Above 57	8	2.4
	Total	328	100
Marital status	Single	96	29.3
	Married	213	64.9
	Divorced	13	4.0
	Widowed	6	1.8
	Total	328	100
Educational status	Illiterate	9	2.7
	Elementary school completed	62	18.9
	Secondary school completed	103	31.4
	Diploma	81	24.7
	Degree	56	17.1
	Masters and above	6	1.8
	Others	11	3.4
	Total	328	100
Employment status	Employed	110	33.5
	Self employed	218	66.5
	Total	328	100

Source: Survey Questionnaire, 2021

As it is revealed by a table above, 173(52.7%) of the respondents were male respondents and the remaining 155(47.3%) were female respondents. Therefore, the majority of the respondents were males. The participation of males in tourism business (boating service, tour guiding service, fishing activity, photography) is more than females, whereas females mostly participate on the production and delivery of food and beverage service.

With regard to age of the respondents, 192(58.5%) respondents were found under 31- 43 age limit. The age limit found in 18-30 which comprised 107(32.6%). The age limits found under 44-56 comprises 21(6.4%). The remaining 8(2.4%) of them were above 57 years. Accordingly, the majority of the respondents were found between 18-43 age limits. Hence, community empowerment in sustainable tourism development requires the mobilization of such working age category, who can transform the tourism industry by playing active roles of their respective working area.

Whereas, the marital status of the respondents, 213(64.9%) of respondents were married. The single status respondents account 96(29.3%), the status of divorced accounts 13(4%), the status of widowed accounts 6(1.8%). Hence, community empowerment in sustainable tourism development needs a community that have a permanent place of residence and less level of mobility.

Concerning the educational background of the respondents, majority of them have lower level academic status; secondary school completed 103(31.4%) followed by diploma 81 (24.7%) and elementary school completed 62(18.9%). Besides, 81(24.7%) of the respondent have diploma, 56(17.1%) of the respondents have first degree. Fewer respondents with higher academic level; 6(1.8%) and 9(2.7%) uneducated people have participated in this study. Tourism can create job opportunity for local communities with lower academic qualification. Though tourism supports people with lower academic qualification and our empirical supports this argument, skill based trainings are very crucial for exploiting tourism industry.

In relation to the employment status of the respondents, 218(66.5%) were self-employed, the remaining 110(33.5%) were employed (government and private employed). Based on the data collected from the respondents, the majority of the respondents were self-employed.

4.2. Status of Community Empowerment Practice in Sustainable Tourism Development; Descriptive Statistics

The seven-point Likert-scale questionnaires were distributed to the respondents to assess how they rate the level of community empowerment in sustainable tourism development. According to Pallant (2005) and Sekaran and Bougie (2013) the level of each item was determined in Likert scale as follows. The level of each score item was determined by the following formula: $(\text{highest point in Likert scale} - \text{lowest point on a Likert scale}) / \text{the number of the levels used} = (7-1) / 7 = 0.85$ where, 1 to 1.85 indicates very low, 1.86 to 2.71 indicates low, 2.72 to 3.57 indicates somewhat low, 3.58 to 4.43 indicates medium, 4.44 to 5.29 reflected by somewhat high, 5.30-6.15 indicates high, 6.16-7 indicates very high. Therefore, higher the mean score shows that the idea was strongly supported or accepted by the respondents; while the lower the mean score is vice versa. Whereas, the higher the standard deviation implies that is a high disparity of the responses. That is, the idea is supported by many respondents and opposed by many respondents.

4.2.1. Economic Empowerment

Economic empowerment is a condition where the community gets a lasting economic benefit from tourism; that profits from tourism are shared between many households in the community; and community access to the economic opportunities and benefits arising from tourism development are equitably distributed in the community (Scheyvens, 1999). The economic empowerment of local community in the study area ; the mean values of the variables range from 1.83 (opportunity to participate in tourism business) to 1.73 (opportunity to get tourism employment). In the other meaning, the mean values indicate that very low level of economic empowerment in the study area. In relation to the above result, interview with participant HCACTSD asserted that local communities are participated in different tourism business like: boating service, tour guiding service, provision of food and beverage service for domestic and foreign tourist but the status of economic development is very low. The main cause for low economic development is low economic empowerment of local community and poor stakeholder collaboration in this area.

4.2.2. Political empowerment

Political empowerment is about the ability that a local community has to control the level and type of tourism development in its surroundings (Scheyvens, 1999). The political empowerment of local community in the study area ; the mean values of the variables range from 1.84 (opportunity to ensure peace and security) to 1.66 (opportunity to participate in tourism decision making). In other words, the mean values indicate that very low level of political empowerment in the study area. According to interview participant HCACTSD from Hawassa city culture and tourism office they have a plan which is designed to empower local communities in tourism but failed to achieve because of lack of enough budget that could not be allowed to effectively implementing community empowerment in sustainable tourism development.

4.2.3. Psychological Empowerment

Psychological empowerment in tourism is by which community pride and self-esteem are improved because there is recognition from outsiders of the uniqueness of the community's natural resources, culture, and traditional knowledge (Scheyvens, 1999). The psychological empowerment of local community in the study area; the mean values of the variables range from 1.81 (opportunity to make the community to feel proud of their culture) to 1.76 (opportunity to increase community confidence towards tourism employment). The mean values indicate that very low level of psychological empowerment in the study area. Interview with participant WLETA from Wondo Genet reads that the economy is diminishing and life is so challenging, staying without jobs causes losing of confidence . Therefore, the status of psychological empowerment of the local communities is very low in the study area due to poor economic development.

4.2.4. Social Empowerment

Social empowerment is the ability of tourism to enhance community interaction and/or collaboration and, by extension, community cohesion, resilience, well-being, social capital and solidarity (Scheyvens, 2015). Table 4.3 above indicates, the social empowerment of local community in the study area; the mean values of the variables range from 1.83 (opportunity to participate in management of tourism resources) to 1.78 (opportunity to participate in conservation of tourism resources). The mean values indicate that very low level of social empowerment in the study area. This has been aired by interview participant HFHBEA that Hawassa city culture, tourism and sport department encourages local communities to participate in different tourism training, seminar, awareness creation and capacity building activity. It offers training for the local communities who are working in tourism business on the areas of tour guiding, reception and customer handling, but the extent is very low.

4.3. The Relationship between Community Empowerment and Sustainable Tourism Development

Here the study describes how community empowerment relates with sustainable tourism development. As a result, qualitative data (interview) analyses were conducted to assess the relationship between community empowerment and sustainable tourism development. As discussed in the second chapter in the literature section, community empowerment and sustainable tourism development have a back ward and forward relationship

(Cole, 2006). In other meaning the level of community empowerment directly contribute for the achievement of sustainable tourism development. Interviews indicate that there is visible relationship between community empowerment and sustainable tourism development in the study area. There is a strong relationship between community empowerment and sustainable tourism development and it contributes for the better growth of tourism industry as interview participant HCACTSD assured. Likewise, interview participant MLR stressed that community empowerment and sustainable tourism development have relationship. The more community empowerment is practiced, the more economic, social and cultural and environmental sustainability increased and the sustainability issue becomes secure thereby benefiting stakeholders from tourism activities. When there is economic empowerment the result will be self-reliance, benefit sharing, improve living standard in the reverse when there is economic disempowerment there will be dependency, begging, thefts, conflict and crime (Hunter, 2015). Similarly, interview participant HFHBEA stressed that; Community empowerment is the base for sustainable tourism development and results in self-reliance, improved living standard, sense of ownership and dependency, unfair competition and conflict will be resulted when the community is empowered not. Hence, community empowerment is one of sustainable tourism development tools that seek to encourage sustainable business practice. Literature also asserts that community empowerment is regarded as an effective tool in encouraging sustainable tourism development of tourist destinations (Leask, 2010). The economic, psychological, social and political empowerment will result economic, socio-cultural and environmental sustainability. On the contrary, economic, psychological, social and political disempowerment will result unsustainable tourism development. Therefore, there is a strong link between community empowerment and sustainable tourism development since the first is viewed as an important instrument for sustainable tourism development.

In summary, the result of the descriptive analysis indicated that there is low level of community empowerment practice in the study area. Whereas the qualitative analysis witnessed that there is a relationship between community empowerment and sustainable tourism development. Hence, it is reasonable to conclude that the low status of community empowerment practice negatively affect sustainable tourism development in the study area.

4.4. Major Ways of Contribution of Community Empowerment in Sustainable Tourism Development

The empowerment of local communities in the sustainable tourism development, not only benefits them and the environment in general, but also improves the quality of the tourism experience. Therefore, community empowerment makes a community more supportive, confident and productive, with a sense of pride and commitment to the future. Further, community empowerment is a key-player or critical stakeholder, among others, in the sustainable tourism development process (Cole, 2006). Thus, the majority of the respondents recognized community empowerment contribute in the achievement of sustainable tourism development create employment, improve living standard, respect for different culture, conservation of tourism resources. According to Sebele (2010), empowering the community in the process of sustainable tourism development increases their awareness of the costs and benefits of tourism. In her study sustainable tourism is difficult to develop without the empowerment of local residents. In summary, it was clear that community empowerment is very important in terms of economic, social and political aspect that helps to increase self-reliance, self-employment, local economic development and sustainable tourism development in the study area.

4.5. Factors That Influence Community Empowerment in Sustainable Tourism Development

Community empowerment in the sustainable tourism development process is influenced by many internal and external factors that affect the overall environmental, economic and sociocultural contexts of the area (Hunter, 2015). Knowledge is the most crucial factor in enhancing community empowerment in sustainable tourism development. Moreover, knowledge can enhance political empowerment since it improves community awareness of their right to participate in the sustainable tourism development process. In terms of social empowerment, knowledge encourages people to work together to ensure the success of sustainable tourism development, since they are aware of the potential benefits it can create, even though they have not yet received those benefits. Thus, knowledge can also increase economic empowerment from tourism since it can be a determining factor in the type of occupation in which employment could be gained (Boley, 2014).

4.6. Correlation Analysis

It involves the calculation of Pearson's correlation coefficient which is a measure of the extent to which variables vary in the same way. Correlations measure the linear relationship between two variables. A correlation coefficient has a value ranging from -1 to 1. Values that are closer to the absolute value of 1 indicate that there is a strong relationship between the variables being correlated, whereas values closer to 0 indicates that there is little or no linear relationship. The sign of a correlation coefficient describes the type of relationship between the variables being correlated. A positive correlation coefficient indicates that there is positive linear relationship

between the variables; as one variable increases in value, so does the other. A negative value indicates a negative linear relationship between variables; as one variable increases in value, the other variable decreases in value (Field, 2009). The cut off points for the interpretation of the strength of correlation coefficients are ± 0.80 to ± 1 , which is very strong, ± 0.50 to ± 0.79 strong, ± 0.30 to ± 0.49 moderate, ± 0.10 to ± 0.29 , modest and less than 0.1 is a weak correlation (Daniel, 2004).

Table 4.2: Pearson correlation coefficient matrix

		Correlations			
		CE	EF	SF	IF
CE	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	328			
EF	Pearson Correlation	.752**	1		
	Sig. (2-tailed)	.000			
	N	328	328		
SF	Pearson Correlation	.764**	.761**	1	
	Sig. (2-tailed)	.000	.000		
	N	328	328	328	
IF	Pearson Correlation	.718**	.652**	.673**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	328	328	328	328

*. Correlation is significant at the 0.05 level (2-tailed)
 **.Correlation is significant at the 0.01 level (2-tailed).

CE: Community Empowerment EF: Economic Factor SCF: Socio-Cultural Factor IF; Institutional Factor

Source: Survey Questionnaire, 2021

The relationship between economic factors & community empowerment

As the above correlation Table 4.2 illustrates that, there is significant and positive relationship between economic factors & community empowerment($r = .752^{**}$, $p < 0.01$). This shows there is a strong positive relationship between economic factors & community empowerment.

The relationship between socio-cultural factors & community empowerment

As the above correlation Table 4.7 illustrates that, there is significant and positive relationship between socio-cultural factors & community empowerment($r = .764^{**}$, $p < 0.01$). This shows there is a strong positive relationship between socio-cultural factors & community empowerment.

The relationship between institutional factors & community empowerment

As the above correlation Table 4.7 illustrates that, there is significant and positive relationship between institutional factors & community empowerment($r = .718^{**}$, $p < 0.01$). This shows there a strong positive is relationship between institutional factors & community empowerment.

4.7. Multiple Regression Analysis

The multiple regression analysis was conducted using the conventional multiple liner regression method. It is conducted to investigate the influence of independent variables on the dependent variable and identify the relative significant influence.

Model Summary

Table 4.3: Model Summary

Model	R	R Square	Adjusted R Square
1	.778 ^a	.605	.601

Source: Survey Questionnaire, 2021

In a model Summary Table 4.3, the “R” value is used to indicate the strength and direction of the relationship between (the predicted and outcome) the variable which is 0.778(77.8%). The closer the “R” value is close to 1, the stronger the relationship. This means that in overall, there was a strong and positive relationship between the variables. The R Square in the study found to be 0.605(60.5%). This value indicates that the independent variables (Economic factors, socio-cultural factor and institutional factors) can explain 60.5% of the variance in local community empowerment in sustainable tourism` development of the study area. In other words, there are other extraneous variables that are important in explaining community empowerment that have not been considered in this study. The adjusted R square tells us that independent variables can predict community empowerment by 60.1%.

Table 4.4: ANOVA results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4951.034	3	1650.345	165.273	.000 ^b
	Residual	3235.329	324	9.986		
	Total	8186.363	327			
a. Dependent Variable: Community Empowerment						
b. Predictors: (Constant), Economic Factor , Socio-Cultural Factor, Institutional Factor						

Source: Survey Questionnaire, 2021

The above analysis of variance (ANOVA) Table 4.4 shows that regression analysis between independent variables and dependent variable. The ANOVA tells us whether the model, an overall result in significantly good degree of predication of the outcome variables, the table reveals that in regression. The value of sum of squares is 8186.363, the value of degree of freedom is 3 and the value of mean squares is 1650.345. The most important part of the table is the F ratio. It is large (165.273) and this shows that the model is effective in predicting the outcome variable. The good model have large F ratio.

Results of Coefficient of Determination (unstandardized regression coefficient)

The result of unstandardized regression coefficient (Beta weight) showed in Table (4.9) for economic factor, socio cultural factor and institutional factor .480, .322, .246 respectively. The significance levels for all independent variables were less than to 0.05 (5%). The multiple linear regression analysis result revealed that there is a positive significant relationship between the independent variables and dependent variable.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Y =represents the dependent variable

X1, X2, X3, =independent variables

X1=Economic Factor

X2= Socio- Cultural Factor

X3=Institutional Factor

a= Represents the intercept or constant, and

b1, b2, b3=Represent the partial regression coefficient.

E=error

$Y = 0.724 + 0.48x_1 + 0.322x_2 + 0.246x_3 + 0.130$

The significance of the factors (economic factor, socio-cultural factor, institutional factor) in contributing to community empowerment was explained by their standardized beta coefficient. According to the equation established, taking all factors into zero, community empowerment as dependent variable is predicted to be .724. This means that community empowerment in tourism predicted to contribute 72.4% for sustainable tourism development.

Table 4.5: -Categorical variables coefficient determination

Coefficients ^a						
Model		Un standardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.724	.130		5.566	.000
	EF	.480	.050	.491	9.667	.000
	SF	.322	.038	.289	8.534	.000
	IF	.246	.051	.245	4.838	.000
a. Dependent Variable: Community Empowerment						
b. Independent variable: Economic Factor , Socio-Cultural Factor, Institutional Factor						

Source: Survey Questionnaire, 2021

Interpretation: Unstandardized coefficient

From the regression equation above, all b values of the unstandardized coefficient is positive. This implies that all the listed factors have positive effect on community empowerment.

Economic factors (b₁ =.480): One unit increase in economic factor will lead to a .480(48.0%) increase in community empowerment, keeping all other variables constant.

Social and cultural factors (b₂ = .322): One unit increase in social and cultural factor will lead to a .322(32.2%) increase in community empowerment, keeping all other variables constant.

Institutional factor (b₃ = .246): One unit increase in institutional factor will lead to a .246(24.6%) increase in community empowerment, keeping all other variables constant.

CHAPTER FIVE

5. CONCLUSIONS AND RECOMMENDATIONS

5.1. Conclusions

With reference to the results obtained on the results and discussions part of the study the following conclusions were forwarded: The status of community empowerment in the study area is very low, so it needs the improvement of their empowerment especially in benefit sharing, decision making, tourism planning, conservation and management of tourism resources. Moreover, community empowerment in sustainable tourism development helps to bring economic, socio-cultural and environmental contribution. The finding of qualitative analysis indicated that, there is a visible association between community empowerment and sustainable tourism development since the first is viewed as an important tool for sustainable tourism development. Similarly, the correlation result indicated that there is a statistically significant relation was found among economic, socio-cultural and institutional factors and community empowerment. Whereas, the regression analysis showed that the factors had significant effect on community empowerment. Finally, it is reasonable to conclude that, the mean value of community empowerment was low and community empowerment is highly dependent on economic factor, socio-cultural factor and institutional factor. As community empowerment was low and then sustainable tourism development also low

5.2. Recommendations

Based on the findings of the study the following possible recommendations should be suggested to concerned stakeholders for betterment of community empowerment in sustainable tourism development in the study area.

Effective Community Empowerment strategy: Results in this study showed that, lack of effective community empowerment strategy is a cause for the low level of community empowerment. Major achievement in tourism industry can be achieved by the help of local communities. Therefore, a special attention should be paid in empowering community in tourism business. If local community better empowered and get benefit from the tourism industry sense of belongingness and ownership will be established.

Designing Development Program: In order to increase the contribution of tourism as a means of employment creation and income generation, there is a need to establish and design community empowerment programs at the community level that will create opportunities for the local people to take part and be employed in various tourism businesses. Moreover, development of community empowerment programs in areas of sustainable tourism development should be based on peoples centered participatory approaches like participating in tourism planning, tourism decision making, implementation, and management of tourism resources, monitoring and evaluation.

Awareness Creation, Training and Capacity Building: Awareness creation, training and capacity building are important for a successful community empowerment and sustainable tourism development activities. So the local authorities, NGOs local universities, industry partners, private sector education institutes and potential training providers cooperation is important to meet the objective of community empowerment in sustainable tourism development.

Empowering Local Community in Tourism Investment: The finding of the study showed that there is low level of community empowerment practice in the study area. So empowering local communities in tourism and related business is important for sustainable tourism development. An investment must be promoted in different business such as restaurants, hotels, lodges, tour operators, car rental, souvenirs, cultural cloth and others. Therefore, government tireless efforts must be made to encourage local community by providing incentives; the private and public banks should offer credit facilities for activities related to community empowerment.

Diversifying Tourism Business; The empowerment of local community on different tourism and related business is important to generate revenue and enhance sustainable tourism development. When the tourism products are diversified the result will be diversified customers. So, the available cultural and natural attraction should be complemented with different tourism business to maximize economic empowerment of the local community in the study area.

Infrastructural Development; Infrastructural development plays a vital role in community empowerment and sustainable tourism development. A tourist attraction is not sufficient to satisfy the tourist since it must be complemented by other tourist facilities and a supporting infrastructure. Tourist infrastructure and other amenities should meet at least a certain minimum acceptable standards. Therefore, the government should increase their role in infrastructural development by empowering community in the areas of supplying locally owned material in order to create environmental, economic as well as socio-cultural compatible tourism development. .

Establishing Benefit Sharing Mechanisms; there should be also benefit sharing mechanisms for tourism stakeholders. Tourism stakeholders including members of the communities should come to a consensus as to what percentage of benefits should accrue to all parties involved. This will be a good way to

increase the effectiveness of community empowerment and sustainable tourism development in the study area.

Stakeholders Collaboration; Results in this study showed that, coordination problem are found to be the best predictors of the low level of community empowerment practice. In the absence of effective collaboration realizing community empowerment and sustainable tourism development is unthinkable. Therefore, each of concerned institutions and bureaus should work hard to strengthen community empowerment, collaboration and public private partnership.

Marketing and Promotion; The other key solution for sustainable tourism development is executing comprehensive campaign on broadcast, printed and electronic and social media designed by local, regional, and national tourism bureau, by tour operators and other private sectors by detailing what is special about tourism resources information to tourist for the purpose of image building.

Linking Tourism with Local Economy; Tourism has the biggest potential, if linkages with the local economy are existent, to contribute to community empowerment, sustainable tourism development and thus to poverty reduction. So as to realize and ensure the empowerment of the local community, economically, socially and financially viable linkages should be made between the local economy and tourism business. This should be done through the provision of empowerment program such as basic skill development, education and training.

5.3. Limitations and Future Research Directions

Although the study was carefully prepared, the researcher was still aware of its limitations and shortcoming. The study was focused on community empowerment as a tool for sustainable tourism development in Hawassa city and its vicinities. Therefore, future studies shall be studied in the four dimensions of community empowerment (economic, social, political, and psychological) and in the three dimensions of sustainable tourism (economic, socio-cultural, and environmental). The results of the study may not be applied to the whole tourism destinations of Ethiopia. Because it is conducted only in Hawassa city and its vicinities using limited number of participants, which comprise only a tiny percentage of the Ethiopia tourism industry. Besides, the study approached only government tourism officials, households and tourism service providers through household survey questionnaire and interview. Thus, the study recommends future studies should use different stakeholders including tourist as a population of the study and investigate the reason for their low status of community empowerment practice in the study area.

REFERENCE

- Albrecht, J. (2017). Visitor management in tourism destinations. The case study of Dunedin, New Zealand: CABI Serious in tourism management research.
- Ayalew, S. (2009). *Historical development of travel and tourism in Ethiopia*, Addis Ababa: Pelican Printing press.
- Besculides, A., Lee, M. E., and McCormick.(2002).Resident’s perception of the cultural benefits of tourism. *Annals of Tourism Research*.
- Boley, B., & Perdue, R. R. (2012). Destination management, competitiveness, and quality-of-life: A review of literature and research agenda. *Handbook of tourism and quality-of-life research*, 515-528. https://doi.org/10.1007/978-94-007-2288-0_30.
- Braun, Virginia, and Clarke, Virginia. (2006). “Using thematic analysis in Psychology, Qualitative research in Psychology.” *International Journal of Qualitative Studies*.
- Buckley, R. (1994). A framework for ecotourism. *Annals of Tourism Research*, 2 (3), 661–669.
- Butler, R. (1980). The concept of a tourist area cycle of evolution: Implications for management of resources. Canada: Canadian Geographer press p; 92
- Clark, J. (2005). Carrying capacity: the limits to tourism’, paper presented to the Congress on Marine Tourism, Hawaii.
- Cole, S. (2006). Information and empowerment: The keys to achieving sustainable tourism. *Journal of Sustainable Tourism*, 14(6), 629-644.
- Colton, J., & Harris, S. (2007). Indigenous ecotourism’s role in community development: The case of the Lennox Island first nation tourism.
- Cooper, R. D. & Schindler, S. P. (2011).Business research methods.11th Ed. New York, NY D. Warburton. (Ed.). Community and sustainable development. London: Earth scan.
- Dabphet, S.(2014).The key stakeholders in the implementation of sustainable tourism development in two rural towns of Thailand.”
- Ellen, A. (2004) .Validity and reliability in social science research, Los Angeles, California State University.
- Fennel, D. (2002).*Ecotourism programs planning*. Oxon and New York: CABI.
- Fraenkel, J. R. & Wallen, N. E. (2003). How to design and evaluate research in education. Fifth Ed. New York:

- McGraw-Hill.
- Gedicho. (2015). Urban Tourism Potentials: A case study of Hawassa City, Southern Ethiopia. *American Journal of Tourism Research*, Vol. 4, No. 1, 2015, 25-36.
- Gedicho. (2016). Urban tourism stakeholders' role and practice: A case study of Hawassa City, Southern Ethiopia. *Journal of Tourism Res Hospitality*, pp.10 .
- Godfrey, K. & Clarke, J. (2000). *The tourism development handbook: A practical approach to planning and marketing*. London: Continuum.
- Gomm, R. (2008). *Social research methodology: A critical introduction* (2nd ed). Palgrave Macmillan Publisher.
- Groves, M.R. (2004). *Survey methodology*. A John Willy and Sons, Inc; Publisher.
- Hamzah, A. (1997). The evolution of small sale tourism in Malaysia: Problems and opportunities and implications for sustainability.
- Hawassa City Administration.(2017). *Tourism potentials of Hawassa city guide book*.
- Hipwell, W.T. (2007). Taiwan aboriginal ecotourism: Tanayiku Natural Ecology Park. *Annals of Tourism Research*, 34 (4) 876-897.
- Hoffmann E. (2007). *Consumer integration in sustainable product development*. Business strategy and the environment, vol. 16, 322–338.
- Hunter, C. (1997). Sustainable tourism as an adaptive paradigm. *Annals of tourism research*, 24(4), 850-67.
- Kamilah E. (2018). Local Community Participation in Ecotourism Development in Tasik Kenyir, Malaysia. *World Applied Sciences Journal* 36 (1): 85-92
- Kibicho, W.(2003). Community tourism: A lesson from Kenya's coastal region, *Journal of Vacation Marketing, Distributions*, New Delhi. pp, 144-150.
- Kothari, C. (2004). *Research methodology: Methods and techniques* (2nd Ed.). New Age international, limited publishers.
- Kumar, S. (2002). Does —participation in common pool resource management helps the poor? A social cost-benefit analysis of joint forest management in Jharkhand, India.
- Ladkin, A. and Betramini, A. (2002). Collaborative tourism planning: A Case of Cusco, Peru. *Current issue in tourism*.
- Lane, B. (1990). Sustainable rural tourism strategies: A tool for development and conservation. *Journal of Sustainable Tourism*, 2 (2), 102–11.
- Laverack, G. (2001). An identification and interpretation of the organizational aspects of community empowerment. *Community Development journal*, 36 (2), 134–145.
- Mansperger, M. (1995). *Tourism and cultural change in small-scale societies*. Human organization, 54(1), 87–94.
- Mark, S., Philip, L., & Adrian, T. (2009). *Research methods for business students*. (5th, Ed.) Rotolito Lombarda, Italy.
- Mark, S., Philip, L., & Adrian, T. (2009). *Research Methods for Business Students*. (5th, Ed.) Rotolito Lombarda, Italy.
- MoCT (2009). Federal democratic Republic of Ethiopia tourism development policy, Addis Ababa, Minister of culture and tourism, Ethiopia.
- Mohammed, A. (2007). "Recreation use value of Wondo-Genet Wet Land Ecosystem, Ethiopia." MA Thesis, Department of forest resource management at SLU: Umea.
- Moscardo, G. Ed. (2008). *Building community capacity for tourism development*. Townsville, Australia: James Cook University.
- Mulugeta, F.(2017). "Transforming the tourism industry of Ethiopia". Eclipse Printing Press. Addis Ababa, Ethiopia.
- Najdeska, K., & Rakicevik, G. (2012). *Planning of sustainable tourism development*. Procedural Social and Behavioral Sciences, 44.73.
- Pallant, J. (2005). *SPSS Survival Manual: A Step Guide to Data Analysis Using SPSS for Windows*. Version 12. Chicago, Illinois: Open University Press
- Pearce, D. G. (2001). An integrative framework for urban tourism Research. *Annals of Tourism Research*, Vol. 28, No. 4.
- Phelan, Christopher and Wren, Jonathan. (2005). Exploring reliability in academic assessment. Manual for UNI Office of Academic Assessment (2005-06).
- Rogerson, C. (2004). *Urban tourism and small tourism enterprises development*, Johannesburg, PLC.
- Rogerson, C., & Saarien, J. (2015). Setting cultural tourism in Southern Africa. *Nordic Journal of African Studies*, 24(4), 207–220.
- Sarantakos, S. (1988). *Social Research* (2nd ed.). Palgrave Publisher Ltd (Formerly Macmillan Press Ltd), Charles Sturt University, Australia. pp. 139-141, 144- 145, 148.
- Saunders, M. Lewis, P. and Thornhill, Adrian. (2012). 6th ed. "Research method for business student".
- Scheyvens, R. (1999). Ecotourism and the empowerment of local communities. *Tourism Management*, 20(2),

- 245-249.
- Singh, K.(2007). *Quantitative Social Research Methods*. India: SAGE Publications Pvt Ltd.
- Sintayehu, A. (2016). “Key stakeholders’ roles and tourism development in Bale Zone, Ethiopia.”*World Academic Journal of Business Management and Administration*. ISSN - 2014-3257 Vol.1(1).
- SNNPR Tourism and Culture Tourism and sport department. (2018). *Tourism potential of SNNPR region, Ethiopia*.
- Solomon, N. (2016). Assessing the typology of community participation in Wonchi Crater Lake ecotourism development, Ethiopia.An International Peer-reviewed.
- Stonich, S., Sorenson, J. and Hundt, A. (2006). ‘Ethnicity, class and gender in tourism developments: The case of the Bay Islands, Honduras.
- Swarbrooke, J. (1999). *Sustainable tourism management* (1st Ed.). London, UK: CABI Publishing.
- Swarbrooke, J. (2002). *The development and management of visitor attractions*, (2nd Ed), Oxford: Butterworth-Heinemann.
- Tadesse, K. (2015). Opportunities and challenges of tourism development in the Addis Ababa-upper Rift Valley Corridor, Edinboro; Edinboro University of Pennsylvania.
- Tosun, C. (2001). Challenges of sustainable tourism development in the development process in developing countries.
- United Nations World Tourism Organization.(2011). *Indicators of sustainable development for tourism destinations*.
- Wondirad, A.(2020).Ecotourism development challenges and opportunities in Wondo Genet and its environs, Southern Ethiopia. *Journal of Place Management and Development*,Vol.13 No.4,pp.465-491.
- World Tourism Organization.(2002). *Tourism and poverty reduction*. Madrid: WTO.
- Zimmerman, M.A. (1995). Psychological empowerment: Issues and illustrations. *American Journal of Community Psychology*, 23(5), 581-599.