



RESEARCH ARTICLE

DETERMINANTS OF TOURISM DEVELOPMENT IN AKSUM TOWN

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ABSTRACT

Tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural developments (Shah 2000). Hence the study aimed to assess the basic determinants of tourism development in the study area and to identify the major factors that could help to attract tourists. By using cross sectional data of 2012 household survey in Aksum town. To achieve the objectives of the study descriptive analysis techniques was used. The flow of tourist and income generated from them, in Axum was increased from year 1997-2005 E.C. at an average growth rate of 10.64 % and 7.35% over time respectively and this growth rate is significant at 1 % level of significance, since its f value is 9.7*** and 6.6159*** respectively, so, it is possible to say there is significant increment in tourist flow and income generated from tourism through time in Aksum for the previous nine years. The reason for the constantly incensement of the tourists are the little improvement in promotion, infrastructure and creating conducive environment. The presence of basic infrastructure have played a great - role in stimulating the tourism environment and tourist flow even if, it cannot as its potential. Thus the basic determinants of tourism are infrastructural Development, increasing promotion and Awareness about the historical sites and the term tourism, employing professions (skilled man power) in the sector, focusing on providing service quality and expanding internet services and also working in coordination with other sectors in order to solve some social problems and others. Based on the result, the study recommends that for those areas with no road transportation the potential for alternative carriage or riding transport should be considered. There should be continuous promotional work especially for those historical place found out of the town. In addition there should be strong awareness creation, tourists are not richest persons rather they are visitors for different reasons. Because the reality is kids and bigger consider as tourists have excess money. As mentioned by culture and tourism Agency Aksum cluster, There should be structural change the cluster should be transformed to office in order to handle different things easily, providing solution to problems early. Finally there should be continuous research in identifying new tourist products like culture house and publicized other tourist destination places around the town. That can increase the flow of tourists and then income from tourism.

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1. INTRODUCTION

1.1. Background of the Study

Tourism is the most attractive and the fastest growing industry in the world. Its development has been promoted by governments in both developed and developing countries, including Ethiopia. As a result of various promotional efforts implemented by the government the tourism sector has contributed remarkably to the economy. With tourism development, the local people have golden opportunities to offer services or sell products to local and foreign tourists. Ethiopia is one of the developing countries in the world, thus

the main objective of the Government of Ethiopia (GoE) is poverty eradication. The Plan for Accelerated and Sustained Development to End Poverty (PASDEP) is Government's central strategy to achieve this goal. Like many poverty reduction strategies, PASDEP has a focus on agriculture and social services. However, unusually for a low income country, PASDEP also recognizes the contribution that tourism can make to reducing poverty. Specific mechanisms for poverty reduction through tourism are identified as: Strengthening the informal economy by improving the quality of basic, informal accommodation and catering and of local handicraft production and Training and licensing of local guides (Mitchell and Coles 2009). According to Mitchell *et al.* (2009), throughout the implementation of PASDEP, GoE should focus on strategies that can develop tourism industry, thus it should work to:

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Improve the quality of the tourist understanding at the destination; Increase the spending of every visitor through increasing the average length of stay in the area and increase spending opportunities. So this paper aims to identify the way how economic contribution of tourism can be increased by enhancing tourism in Aksum town which is one of the most tourist attraction site in Ethiopia.

Domestic tourist arrival is seasonal and is increase from October up to December. According to Mitchell and Coles (2009) there is composition of \$2.2m annual tourist expenditure in Axum out of this 1.2m dollar is from international tourists and the rest is from domestic tourists. Hotel surveys indicated average room rate in hotels serving the international market (Yeha, Africa and Ramhai Hotels) is \$23 p/p/night and in predominantly domestic hotels a \$4 p/p/night room rate is typical. Multiplied by an average length of stay of 2.2 days reported by hotels and 11,442 international and 17,961 domestic leisure tourists (based on entrance to the Stelae field). Most tourists visiting Axum are business tourists (some 58%), it is thought that many of them do not visit the Stelae – so are not captured by the Office of Public Accounts figures. For this reason the number of domestic leisure tourists arriving in Axum is inflated by 58% - to 42,800 arrivals per year to estimate the true domestic tourist inflow;

In 2007/08 the Church estimate 7,000 internationalist (about 60% of the total) visited the Church, paying 60 ETB per person equals \$42,000 revenue. 1,564 domestic visitors (about 9% of domestic leisure tourists) in 2006/7 paid 10 ETB per person – raising \$1,500 revenue;

Axum has 40 trained guides, of whom only 25 earn some funds from guiding and only 6 are active. Guides estimate only about 650 days guiding work in Axum each year – which averages 108 tour groups a year at \$10 a day. This equates to \$1,100 a year for the six active guides and a total of \$6,500 for guiding sector in Axum. Transport interviews in Axum indicated that the excursion market has a turnover of about \$39,100 a year this expenditure has been apportioned to international and domestic leisure tourists in proportion to their numbers;

The Office of Public Accounts sells entrance tickets for the Stelae and collects revenue figures disaggregated for international and domestic tourists in terms of tourist numbers and revenue;

The survey of crafters indicated retail sales of \$300,000 a year, almost entirely to international tourists;

Hotel and restaurant surveys estimated annual Food and Beverage sales in Axum at \$722,983. Identifying the amount spent by international tourists is not problematic because their expenditure is concentrated in the three international standard hotels. The remaining expenditure was allocated to the domestic tourist sector; and Spending on airport transfers and intra-urban transport (tuk-tuks) is \$47,880 and is allocated to international and domestic (leisure and business) in terms of their numbers.

1.2. Statement of the Problem

Tourism has become a significant industry in both poor and rich economies because of its important impacts on economic, livelihoods and socio-cultural developments (Shah 2000). Hotels are part of the Tourism Industry, which also includes the travel and transportation sectors. The hotel industry comprises hotels, motels, lodges, restaurants, cottages and guest houses. These together are members of the hospitality industry which is part of the service industry. The town has seen growth in the hotel industry there were 12 hotels that are giving service and 9 were under construction during 2009. Even though there is a growth in this sector, there should be quality service for customers in order to attract attention of tourists and then to longer their stay thus to increase economic contribution of tourism.

According to Mitchell and Coles (2009) Tourist flows in Axum are similar to those in Lalibela in terms of the total number of visitors (adding together international and domestic visitors). However, in almost all other respects tourist flows in Axum contrast strongly with those in Lalibela. First, Lalibela is dominated numerically - as well as economically - by international visitors. Axum has only half as many international tourists but almost twice as many domestic tourists as Lalibela. Second, as a result of a more domestic-orientated tourism in Axum and the much shorter length of stay (1.0 days rather than the average of 2.2 days in Lalibela), tourist spending is correspondingly much lower. The tourism value chain in Axum is about one-third the financial size as in Lalibela. Thus our intention is to investigate the reason behind for the shorter length of stay and low expenditure by international tourists in Aksum.

In fact, Different researchers study about the determinants of tourism development in country or regional level, which could be used as general indicator to the factors. But it does not assess in detail about challenges of tourism industry in Aksum town, thus the researcher intends to assess the determinants of tourism development in detail in the study area. And suggesting expected actual policy options and strategies. It is necessary to investigate determinants of tourism development from the ground. We should have detailed data from the local people who is living there and then this helps to suggest actual solution to the problem. Thus, the main objective of this research will be to investigate factors that influence tourism development in Aksum.

1.3. Objective of the Study

General Objective

To assess the basic determinants of tourism development in the study area and to identify the major factors that could help to attract tourists.

Specific Objectives

- To identify factors that can influence tourism development in the study area

- To assess the performance of hotels, crafts man, and souvenirs in increasing spending opportunities and creating conducive environment for tourists in line with their service delivery to tourists in Aksum,
- To assess the hospitability of tour operators and tourist guidance, in explaining the historical places
- To assess the current situation of tourists attraction sites
- To assess the trends in the tourist sector in the study area

2. Methodology of the study

Sampling Methods

The paper uses a number of sampling techniques. Since hotel owners (managers and other workers), handcraft shops, guides, entry ticket sellers and souvenirs and some tourism officials are expected to contribute more relevant, and accurate information about tourism, a total of 45 sample respondents or 10% of this target population are purposely selected. Then using probability sampling method (target population/total population x sample = number of sampled respondents from given target population) we have drawn the following sample populations.

Table 2.1. Sample selection method from selected stake holders

Cluster	popl	Prob.part	Sample
Hotel staff	329	0.74	33
Craft shops	45	0.10	5
guides	40	0.09	4
souvenirs	30	0.06	3
total	444	1	45

On the other hand taking information from residents of the town has great importance to indicate factors affecting tourism development, thus it is necessary to use cluster and probability sampling techniques.

Table 2.2. Sample selection method from households of the town

Kebelle	Pop.	Probability of participation	sample
Maebel	678	0.18	34
Hayelom	923	0.25	46
Kindaya	1067	0.29	54
Hawelti	1033	0.28	51
total	3701	1	185

(Aksum office of youth (2011/12)

Thus 185 or 5% of these target population will be selected using probability sampling method. Thus the study will have a total of 45+185=230 respondents.

Methods of data collection and source

Data source: The main source of data for this study is primary source; we have conducted interviews and focus group discussions with the appropriate stakeholders.i.e customers and managers in sampled businesses, in regard to tourism activities.

Besides, we also base our research on secondary data sources that are expected to support our analysis. These would include newspapers, magazines, journals, government official reports, and other research papers related to tourism will be considered.



Fig. Sample of FGD with tourism officials

Method of data analysis

The research methodology in this study uses:

Descriptive statistics: Descriptive analysis such as percentage, average, charts and graphs was used to make analysis in the form of tables. Since, the objectives of the paper can well addressed by this method.

RESEARCH QUESTIONS

Tourism development to a large extent has been seen to influence the growth of our economy. This research answers the following questions:

1. What are the basic factors that can determine tourism development in this tourist destination historical place?
2. What is the effect of service quality on tourist spending?.
3. What are the current patterns and trends in tourism development in the study area?
4. What is the current situation of tourist attraction sites and efforts made to keep their historical existence? And other related questions will be answered.

3. Expected Research out Put

The study identified factors that affect the stay and expenditure of tourists at Aksum town. And the effect of service quality on increasing tourist spending is analysed. Thus based on the basic determinants adjustment should be made on strategic policy implementations by responsible stakeholders in order to achieve the countries objective i.e. enhancing the contribution of tourism to the economy to reduce poverty.

4. RESULT AND DISCUSSION

4.1. Descriptive Analysis

This chapter discusses the study results based on the survey collected data from the field work. These results will provide the basis for the formulation of guidelines and recommendations pertaining to appropriate responsible policies and measures preventing negative tourism effects and reinforcing and up grading the positive ones to ensure the development of tourism in Axum

Demographic Characteristic of Respondents

The purpose of presenting demographic profile is to offer further insight into Axum's tourism development and to reveal the depth understanding of the respondents about how to bring tourism development since most of them are businessmen and government officials we will expect they will have better information, in addition to this it serves as the background and point of reference to the interpretation of the data.

age structure as shown from (Table 4.1) the respondents were found in the labor force which helps to gather good data perception, which is almost all of the respondents are found within age of 18-64 that is 98.6% the rest are found within the age of 65 and above. Regarding the occupation of respondents 29.23% are traders which consists of hand craft shop owners, souvenirs and cultural cloth sellers. And 25% are government officials, while 12.3% are Hotel and restaurant owners.

Table 4.1. Demographic Characteristics of Respondents

S.No.	Characteristics	Freq.	Percent
1	Gender	Female	56 25.81
		Male	161 74.19
2	Age	18-64 years old	212 98.60
		65-82 years old	3 1.40
3	Educational level	primary and secondary	122 58.94
		diploma	46 22.22
		degree and above	39 18.84
4	Occupation	Daily worker	14 7.18
		Trader	57 29.23
		Church worker	4 2.05
		Hotel, Restaurant	24 12.31
		Gov't employee	49 25.13
		Travel agent	1 0.51
		NGO	20 10.26
5	Year of Residence at Aksum town	self employee	26 13.33
		<10 years	50 23.04
		11-30 years	112 51.61
		31 and above years	55 25.35

Source: own survey, 2012

On the other hand 76.96.6% of the respondents are living in Aksum for about 11 years and above and the remaining are living less than 10 years (Table 4.1). This indicates they have deep understanding about the progress of tourism development and its determinants in the study area and they can provide quality data.

Table 4.2. Mechanisms to Increase Tourist Spending

Means to increase tourist spending	Freq.	Percent
Increase price of goods and services	11	5.05
Increase service quality	98	44.95
Increase time duration of stay	34	15.60
Increase service quality and Increase stay of tourists together	55	25.23
all of the three alternatives	3	1.38
Others	4	1.83

Source: own survey, 2012

As one can observe from (Table 4.2), the basic way to increase tourist spending or income obtained from tourists is by increasing service quality which is supported by 44.95% of the respondents. When there is high quality service delivery

tourists can stay for a longer period of time and through this economic contribution of tourism can be increased. When we say quality service it is not only for services from Hotels and Restaurants' but also from professional guidance's in explaining the actual history of the historical sites and maximizing satisfaction of tourists. And the other is increasing time duration of stay of tourist in the destination place this is also supported by 15.6% of the respondents but indirectly this can assure when we have service quality. Quality service can increase their plan to stay the area. And there are some respondents that argue service quality alone without longer stay cannot increase tourist spend rather it is better to keep both simultaneously. This idea is supported by 25.2% of the respondents.

Table 4.3. Mechanisms to increase tourist stay at Aksum

Means to Increase Stay of Tourists at Aksum	Freq.	Percent
Providing enough service in hotels	7	3.21
Improving service quality of hotels	12	5.50
Providing new products that can attract tourists	19	8.72
Providing enough service and Improving service quality of hotels	14	6.42
all of the three above alternatives	34	15.60
Others	6	2.75

Source: own survey, 2012, NB: none response is excluded from this calculation

Tourists can stay for longer period of time not only due to a single reason but due to a number of things like when there is new product that can attract tourists like culture house which can entertain tourists, is supported by 8.7% of respondents (Table 4.3). And also there should be enough and improved service quality of hotels and restaurants. Almost all of the respondents support that tourists can increase their stay not due to a single reason, but due to a conducive environment which can be created by different factors simultaneously such as quality service, security, entertainment and others.

There is a good progress in the flow of tourists starting from 1997 to 2005 E.C. Due to a little improvement in promotion and infrastructure flow of tourists during 2005 reaches 16.3%.so, this shows increasing trend. And also this figure is an indicator for tourism development in Aksum can be achieved if we work on promotion and infrastructural development to create conducive environment for everyone. Flow of tourists during 1997 was relatively small it was 6.5%, this was due to the relative instability created in the country due to vote (Figure 1).

Table 4.4. Tourist arrivals and its growth rate to Aksum from 1997 to 2005 E.C

Year	Foreign visitors	Domestic visitors	Total Visitors	Growth in %
1997	9088	10801	19889	-
1998	9850	12200	22050	10.86
1999	10040	14564	24604	11.58
2000	12360	16026	28386	15.37
2001	14889	17171	32060	12.94
2002	18032	22356	40388	25.95
2003	19793	23784	43577	7.89
2004	18144	24154	42298	-3.00
2005	19,595	29,710	49305	14.2
Total	131,791	170,766	302557	-
Average	14643.4	18974	33617.4	10.64

Source: Tigray Culture and Tourism Agency, Aksum Cluster (2006 E.C.)

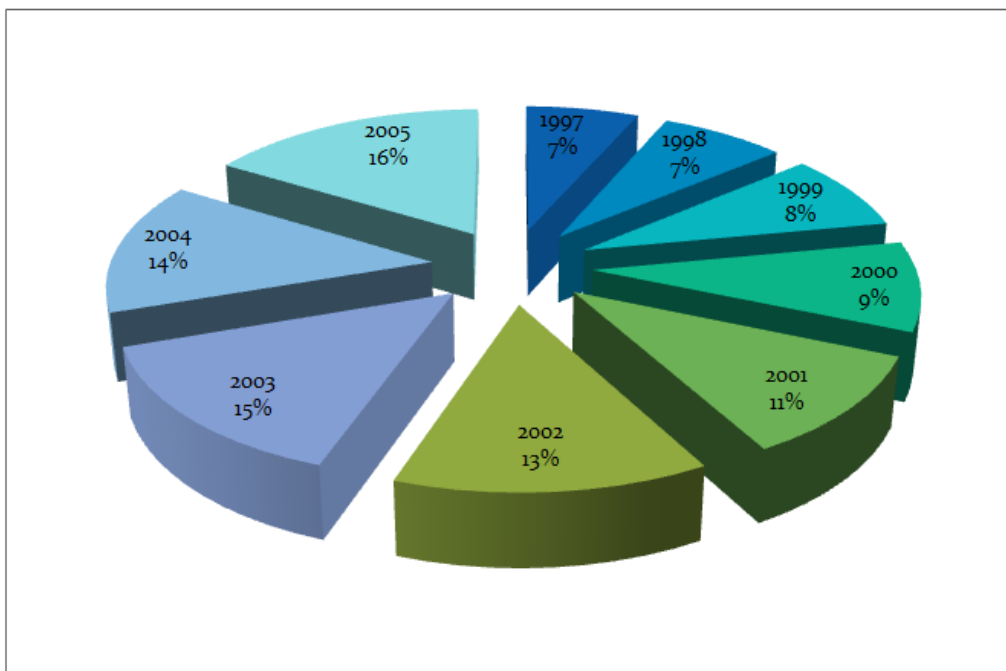


Fig.1. Flow of Tourists (Domestic and Foreign) to Aksum from 1997 up to 2005 E.C.

Flow of tourists (both foreign and domestic) on average for the last 9 years was 33,617 and its average Growth rate through time is 10.64 and this growth rate is significant at 1% level of significance ($f=9.7^{***}$) (Table 4.6), thus it is possible to say there is significant growth in total tourist flow from time to time in this historical tourist destination place, while there is difference in flow of domestic and foreign tourists. Flow of Foreign visitors on average is 14,643.4 and that of Domestic visitors is 18,974, this difference in domestic and foreign visitors is significant at 1 % level of significance (Table 4.6) this figure reflects Aksum has more domestic visitors, this is due to the seasonality nature of tourism at Aksum, there is high flow of domestic tourists during holidays of “St. Marry tsion (hidar 21) “and “Hosaena” (Megabit), than that of foreign visitors but these larger number of domestic visitors does not result proportional income for tourism compared with the income generated from foreign visitors. Average income generated from domestic visitors during the previous 9 years is 52,064.44 while from that of foreign tourists is 578,530. This difference in average income is significant at 1% level (Table 4.6) and most of the time this reflects the fact that domestic visitors simply celebrate the holidays without buying entry ticket and returns home without making enough expenditure at Aksum while that of foreign visitors are buying entry ticket and make different expenditure for their stay. This figure gives an assignment for responsible authorities to design different methods of raising income from tourists especially from that of domestic tourists.

According to the data obtained from Culture and Tourism Agency cluster Aksum (2006) income obtained from tourists is 854,130 birr during 2005 E.C. this shows 4.35% growth from 2004 E.C. And 630,594.4 birr average income of the previous 9 years and the average growth rate of income from tourism during the past 9 years is 7.35% (Table 4.5) and this growth rate of income through time is significant at 1 % level

of significance, since its f value is 6.6159***so, it is possible to say there is significant increment in income generated from tourism through time in Aksum.

Table 4.5. Income earned from international and domestic tourists in birr and its growth rate

(From 1997 to 2005 E.c)

Year	Income from Foreigners	Income from Domestic	Total income	Growth in %
1997	393273	26170	419443	-
1998	418000	31000	449000	6.58
1999	405830	35477	441307	-1.74
2000	495627	32661	528288	16.46
2001	569961	51690	621651	15
2002	666732	70392	737124	15.66
2003	732768	74667	807435	8.7
2004	754115	62857	816972	1.16
2005	770,464	83,666	854130	4.35
Total	5,206,770	468,580	5,675,350	-
Average	578,530	52,064.44444	630,594.4	7.35

Source: Tigray Culture and Tourism Agency, Aksum Cluster (2006 E.C.)

While the tourists stay is 2.5 nights on average in Aksum. And this figure reflects it is possible to generate more than this income from tourism, when the existing infrastructural and social problems are solved and tourist stay is increased.

Generally, the income which gained from the tourist is increase from time to time for instance, the office (culture and tourism office) received 816,972 and 854,130 birr in the two consecutive years of 2004 and 2005respectively (Table 4.5).

This is due to little improvement in infrastructure development and promotion which in turn increased the flow of tourists and income generated. Even though, there is an increment in the flow of both tourists and revenue generated from the sector for the past few years in the town, it is still very small compared to its potential of tourist attraction sites endowments, history and

age. This indicates the concerned body and the community will be expect to work more for the future, in order to get the town balance and proportional revenue with its history, tourist attraction sites and religious attractions.

Table 4.6. Significance test, for Summary of descriptive statistics (continuous variables)

Variable description	Observation	Mean	Significance of difference t-test
Growth of total income	9	7.352222	-1.5501
Growth of total visitors	9	10.64333	
Income generated from foreign tourists	9	578529.9	11.5967***
Income generated from domestic tourists	9	52064.44	
Foreign tourists (visitors)	9	14643.44	-5.1033***
Domestic tourists (visitors)	9	18974	
Growth in total income through time	9	7.352222	f = 6.6159***
Growth in total tourists (visitors) through time	9	10.64333	f = 9.7081***

*** Significance at 1% level

Source: Own computation based on survey data, 2005, (NB. This is secondary data of 9 years)

NB: Variance ratio test (f test) is used to test whether the growth of income and tourist flow is significant through time or not.

and lower range hotels with a total of 251 beds. Thus Aksum can serve a total of 696 tourists at a night.

Table 4.7. No. of Tourist standard Hotels and Bed rooms in Aksum during 2006 E.C.

S.No	Hotel	No. of Rooms				Total for each hotel
		Single	Double	Suite	Twin	
1	Yeha Hotel	-	62	3	-	65
2	Remhay Hotel	70	12	3	-	85
3	Sabian Hotel	-	12	4	56	72
4	Consular Hotel	10	13	10	8	41
5	Brana Hotel	9	7	4	9	29
6	Africa Hotel	40	8	-	-	48
7	The Arc Hotel	12	7	-	-	19
8	Ethiopia Hotel	11	4	-	-	15
9	Abnet Hotel	16	7	-	-	23
10	Abyssinia Hotel	6	2	-	-	8
11	Alula Hotel	12	6	-	-	18
12	Exodus Hotel	12	10	-	-	22
Total		198	150	24	73	445

Source: Tigray Culture and Tourism Agency, Aksum Cluster (2006 E.C.)

4.2. Average length of stay

We have discussed in detail about the length of stay of tourists with different stake holders. There is almost similar average length of stay between foreign and domestic tourist's except with some difference in the case of domestic tourist in the length of stay.

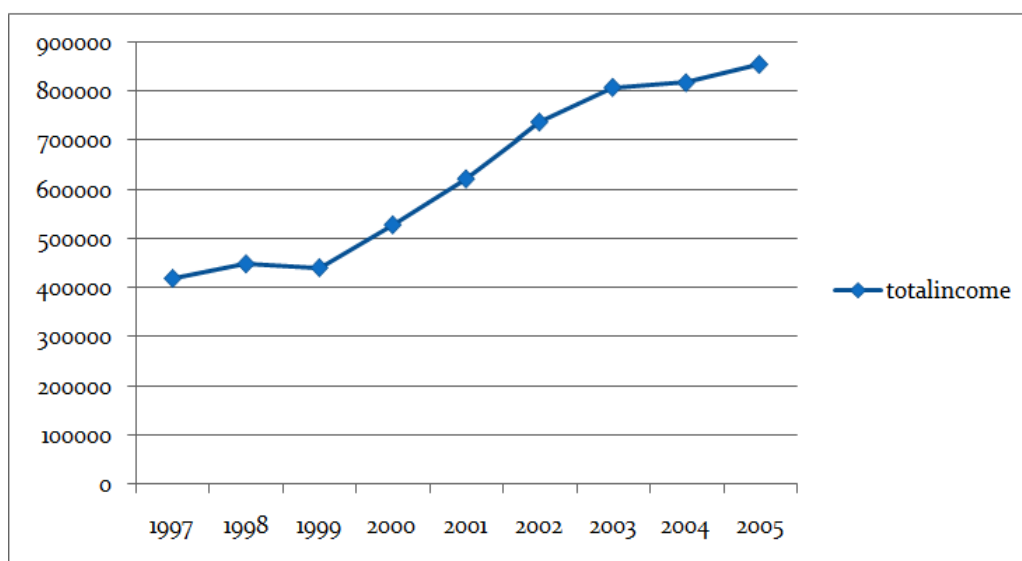


Fig. 2. Total Income from Tourism at Aksum from 1997 up to 2005 E.C

This figure reflects an increasing trend of income generated from tourism through time. While significance of the trend, is discussed in the above tables.

The status and comforts of the accommodation has a great role in the development of tourism industry in terms of tourist flow and revenue generated from them. By considering this role Axum town culture and tourism agency categorized the 30 hotels into two standards. Those are the above 12 tourist standard hotels, which have a total of 445 beds (Table 4.7) and most of these hotels have internet service which maximizes tourist satisfaction and comfort, and other there are 18 smaller

Based on the data gathered from the sample respondents, the greater proportion of the tourists stayed in Axum is for two and half nights on average. There are different reasons for this short stay of tourists in Aksum: some of them are

- Lack of infrastructural development, There is no accessible road transport to all tourist sites, due to this tourists could not get the opportunity of visiting other tourist sites which are far from the main road like Atse Kaleb, Abune Mentele and others this become the main reason for the shorten duration of stay.
- There is also problem of promotion; Aksum's Historical sites are not as such promoted except the church and the

steale. This promotion is started before 10 years but in the other parts of the country promotion is started before 20 and 30 years ago. There are no manuals and guidelines that can help for tourists. And there should be website of the tourism agency that can minimize this promotional problem.

- The other reason is nature of the sites, in Aksum they simply visit the historical places but in the other parts of the country tourists visit different wider land scaps like Semin Mountain which needs a number of days. The other problem is:
- Tour guides and operators are not as such professionals. Guiding is a profession; there should be knowledge about history, language, authenticity in storytelling and archaeology. But the reality here is there are some individuals who do not have license of guiding and they simply work as guide by trying speaking English they did not have enough knowledge about the history of Aksum in detail, thus they finish within a few hours the visiting program. Without explaining each and every thing of the historical things. the tourists especially the foreign tourists read different books about the history and ancient civilization of Aksum, what they need is detail translation of everything they seen here. Therefore in order to avoid knowledge of language and history barrier an additional attention and strengthen of them is need to train the guides and upgrade their language and history skill in order to help tourists to get the real information on the all tourist sites as well as to disseminate the real history of Axum.

Table 4.8. Number of tourist oriented business centers in Aksum

Business center	number
Hotel	12
tourist standard	18
Smaller and lower range	60
Hand craft and souvenirs	50
Guides	6
Tour operators	

Source: own survey, 2012

Table 4.9. Current Situation of Historical Places in Aksum

Does the tourist attraction sites keeping their historical status?	Freq.	Percent
yes	168	77.06
NO	43	19.72
Don't know	7	3.21
Total	218	100.00

Source: own survey, 2012

77% of the respondents believe that the tourist attraction sites are keeping their historical existence. Except, kids or unlicensed tour-guides, beggars and hygiene problem around the church and steal which disturbs visitor.

Table 4.10. Employment opportunity creation by tourism

Does tourism creating employment opportunity to the local community?	Freq.	Percent
Yes	203	93.55
No	14	6.45
Total	217	100.00

Source: own survey, 2012

At most all or 93.6% of the respondents report that tourism creates employment opportunity to the local community. It is obvious there are a number of individuals engaged in different types of business activities like Hotel, Restaurant, Hand craft, tour guide, and coffee houses which are created by tourism. The most important things which were emanated due to existence of tourism sector were creating job opportunity income improvement.

5. Conclusion and Recommendations

5.1. Conclusion

The flow of tourist and income generated from tourism, in Axum was increased from year 1997-2005 E.C. at an average growth rate of 10.64% and 7.35% respectively and this growth rate is significant at 1 % level of significance, since its f value is 9.7*** and 6.6159*** respectively, so, it is possible to say there is significant increment in tourist flow and income generated from tourism through time in Aksum for the previous nine years. The reason for the constantly incensement of the tourists and income are the little improvement in promotion, infrastructure and in giving attention and awareness creation. The presence of basic infrastructure have played a great - role in stimulating the tourism environment and tourist flow even if, it cannot as its potential. Here we have identified some basic problems that hinder the development of tourism, which needs a solution in order to assure tourism development. Thus the basic determinants of tourism are concluding her under:

- Infrastructural Development**, The area no accessible road transport to all tourist sites, due to this tourists could not get the opportunity of visiting other tourist sites which are far from the main road like Atse Kaleb, Abune Mentele and others this become the main reason for the shorten duration of stay. Generally infrastructure includes road, airports, water supply system, communication system, electric power system, Banking service and waste disposal facilities. From these the main problems for tourists in the area are road accessibility. Those all problems retarded the tourist flow, length of stay and income gained from it. This is the reason why tourists staid for a length of two and half nights only on average. In this way infrastructures problem become hindrance factor for tourist flow, length of stay and income earned from them in particular for the development of tourism in general.
- Promotion and Awareness**; Aksum's Historical sites are not as such promoted except the church and the steale. This promotion is started before 10 years but in the other parts of the country promotion is started before 20 and 30 years ago. There are no manuals and guidelines that can help for tourists there is no tourism office at Aksum rather it is a cluster which implements everything from the regional tourism office. And there should be website of the tourism agency that can minimize this promotional problem. Similar to the other lack of awareness also a serious problem, there is a considerable misunderstanding at almost all levels of the society with regarding to the sector, many societies consider tourism as a luxurious industry with little or no significant to the country's

economy in general and to Axum town in particular and also there are societies wrongly perceive tourists as rich person who spend money at will who generously provide aims. Due to this many service renders asked them over charging fee. In this way those social related problems have their own contribution for under development of the tourism sector in Axum.

- iii. **Profession (skilled man power):** Tour guides and operators are not as such professionals. Guiding is a profession; there should be knowledge about history, language, authenticity in storytelling and archaeology. But the reality here is there are some individuals who do not have license of guiding and they simply work as guide by trying speaking English they did not have enough knowledge about the history of Aksum in detail, thus they finish within a few hours the visiting program. Without explaining each and every thing of the historical sites. the tourists especially the foreign tourists read different books about the history and ancient civilization of Aksum, what they need is detail translation of everything they seen here. Therefore in order to avoid knowledge of language and history barrier an additional attention and strengthen of them is need to train the guides and upgrade their language and history skill in order to help tourists to get the real information on the all tourist sites as well as to disseminate the real history of Axum.
- iv. **Service provision problem:** Low standard hotels as well as lack of recreational facilities and internet problem inactive connection are among the service provision and accommodation related problems.
- v. **Social problem:** The main social related problem which hindered the development of the sector are; beggars, harassment kids, theft, As its nature tourism is multi-sector under taking inter related activities that requires more coordination with different sectors like social affairs and others, which is not at all a task of to be left to a single institution, but this phenomena is common in Axum which the mandate is only left to the culture and tourism office of the town, therefore, this become the main challenge for the development of the sector because one cannot clamp with one hand.

5.2. Recommendation

In order to attract tourists, Axum tourist destination must have suitable infrastructure and tourist related services which support the use of the historic heritage for tourists propose for better competitiveness of Axum tourism industry, the following recommendations are for warded based on the discussion made regarding determinants of tourism development in the town. These recommendations will become useful in increasing the number of tourist flow and income generated from them

For those areas with no road transportation the potential for alternative carriage or riding transport should be considered. The town culture and tourism Agency and the town municipality should work hand in hand in order to minimize the infrastructure and accommodation problems through the following mechanisms raising level of annual budget from different revenue sources and active participation donors by preparing acceptable and convincing development project to

world Bank, World tourism commission , UNESCO and other national and international donors and maximizing public participation in terms of financially, materially and labor based support. There should be continuous promotional work especially for those historical place found out of the town. In addition there should be strong awareness creation, tourists are not richest persons rather they are visitors for different reasons. Because the reality is kids and bigger consider as tourists have excess money.

The town culture and tourism Agency and the town social affairs office should work in coordination in order to minimize the harassment of kids and beggars problem. There should be conducive environment, for these citizens to work properly by arranging different things by government as what is done in AA and other towns.

As mentioned by culture and tourism Agency Aksum cluster, There should be structural change the cluster should be transformed to office in order to handle different things easily, providing solution to problems early. And there should be website for the culture and tourism Agency Aksum cluster in order to increase promotional work and provide different information. And the service of guiding should only given by those trained, licensed and professional tour guides. Government should follow and monitor this service provision system. Quality of internet service should be improved by responsible authority.

Finally there should be continuous research in identifying new tourist products like culture house and publicized other tourist destination places around the town. That can increase the flow of tourists and then income from tourism.

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