

**DRIVERS OF LOCAL COMMUNITY INVOLVEMENT IN TOURISM
DEVELOPMENT IN AWASH MELKA KUNTURE PREHISTORIC SITE,
CENTRAL ETHIOPIA**

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ABSTRACT: *Tourism development seeks robust local communities' participation epitomizing a marker for its sustainability. Hence, the central aim of this article was to analyze drivers of local community involvement in tourism development of Awash Melka Kunture prehistoric Site of Ethiopia. Quantitative research and descriptive research design; purposive and proportionate stratified sampling technique was used to select the samples of 212 households. Data were collected from three kebele and one Town in Kersa Malima District. A binary logit model was used to identify the drivers that affect household's engagement in tourism development. Our findings indicate that the involvement of local community in tourism is associated positively with level of awareness, social status of household, education level of household and gender of household. On the contrary, Age of household, size of land owned by household, number of livestock and length of years lived in the area correlated negatively with involvement of local community.*

KEYWORDS: awash melka kunture, local community involvement, tourism development.

INTRODUCTION

Tourism is the world's largest industry; that accounts for more than 10% of the total employment and 11% of the global GDP and International tourist arrivals grew by 4.4% in 2015 to reach a total of 1,184 million in 2015, (UNWTO, 2016). However, concerns of community involvement have been raised because of the unfair power distribution between powerful interest groups and local communities (Jamal & Getz, 1995). Governments and powerful interest groups, such as international tour operators and resorts, sometimes could not give due attention to the interests of local communities. To develop the tourism sectors, so as to achieve the millennium development goal and to alleviate poverty, it is important to involve local communities in tourism development and planning and it has to be the priority issues rather than focusing on the utilized Tourism destinations. In Ethiopia country tourism is one of the focal sectors of the five-year (2010- 2015) the strategic plan Tourism Plan. Local community involvement in tourism planning and development not only support for the tourism industry, but also acts as a crucial component to achieving sustainable development of tourism (Cole, 2006).

According to the World Bank (2006), community involvement throughout the sector in Ethiopia is weak and shallow affording very little opportunity for benefits from tourism to disperse to the local community. The tourism policy of Ethiopia is a result of the involvement of various stakeholders through the number of workshop and consultative meeting between the years of 2001 to 2009. Yet, despite the policy call for community involvement in tourism. Currently, Ethiopia has 14 heritage sites inscribed by UNESCO, which is being the first African nation. WTTC report revealed that in 2014, tourism contributed 9.3 % to the country's GDP; creating 2, 291, 500 jobs or support 8.5 % of total employment and creates 3.7 % investment opportunities (WTTC, 2014). However, the degree of the benefit accruing to the local economy from tourism industry was not well known and very small. In this regards many studies have been conducted in Ethiopia concerning with participation of local community; but indicated that the involvement of local community and the result indicated that the participation and benefit of the local community in the tourism sector is low (Solomon, 2016, Messele, 2010, Derara 2015). These studies have focused on, community participation in the decision-making process, mechanism of benefit sharing and in generating income. These studies were not consistent and harmonious with contemporary literature and did not assess factors that determined local community involvement in tourism. The site was proposed on the tentative list as world heritage site (WHS) and closer to the capital city of Ethiopia. However, local communities could not benefit from the destination and they didn't care about the resource and even they don't know about the significance of tourism. As it proposed on the tentative list, it is critical that tourism development in the study area follows sustainable principles, one of which is to consider the benefits and the engagement of local communities in tourism development.

Despite such potentials, community involvement in tourism development in this pre-historic site has not been duly considered by concerned government officials and researchers. However, there are multitudes of obstructive factors that, one way or the other, prevents communities from participating in the development of the Awash prehistoric site (Tosun, 2006). In this regard, in addition to the political culture, a wide range of factors might influence the level of participation, such as socio-demographic characteristics, limited educational access to engage the local community in tourism development, and longevity of community participation. Therefore, it is out of this aspiration that this article tends to see how the local communities in Awash Melka Kunture Prehistoric Site, Central Ethiopia participate in tourism destination development. A deeper examination of the drivers affecting participation of the community in tourism development provides sufficient information about the status of tourism in that prehistoric site and accounts much towards ensuring sustainable tourism development of any community.

LITERATURE REVIEW AND CONCEPTUALIZATIONS

Theoretical Reviews

Community participation is an important strategy for sustainable tourism development in rural communities (Mak, 2012). Tosun, (2005) defines "Community Participation as a categorical term that legitimizes various forms (direct, indirect, active, passive, etc.) of participation at different levels (local, regional, and national) under specific circumstances". Through Community Participation, tourism development incorporates the opinions of the local community, which can help to fulfill their expectations (Inskeep, 1994, Tosun, & Jenkins,

1998). However, a lack of interest in or knowledge of tourism development can be a major barrier to the success of Community Participation in rural areas (Tosun, 2000). The community-oriented models of tourism development signify a widely accepted theory that facilitates the implementation of the principles of sustainable tourism development by distributing costs and benefits among the locals. The model seeks consensus-based decision-making and fair flow of benefits to all those affected (Tosun, 2006; Gunn, 1994; Inskip, 1994)), through ensuring the participation of the residents around the pre-historic site. A number of frameworks have been also derived from such models to extend the approach of community participation in tourism development and enhancing community involvement (Okazaki, 2008). Besides, attempts were also made by various scholars Simonsen & Robbins, (2000) to illustrate how the community-oriented approach could be achieved in practice. In this regard, academicians and practitioners acknowledged that community participation would be viewed from at least two perspectives: participation in the decision-making process and participation in sharing tourism benefits (Michael, 2009; Wang & Wall, 2006). However, the relationships and the borderlines between these two perspectives were far from clear (Okazaki, 2008; Tosun, 2006). According to Timothy (1999), participation in the decision-making process generally refers to balancing power in decision-making, which involves empowering local residents to decide their expectations and concerns for tourism development. On the other hand, participation in sharing tourism benefits involves spreading the benefits of tourism developments such as increasing incomes, infrastructure development, employment, and enlightenment of locals (Brohman, 1996). Yet, it is worth mentioning that participation in decision-making does not guarantee benefits (Li, 2006). Besides, a community can receive fair and satisfactory benefits from tourism even with no active participation in decision-making (Li, 2006; Wang & Wall, 2005). Similarly, according to Joseph (2010), local communities often prefer the Joint Venture Partnerships (JVPs) model. The major argument of this type of theoretical orientations includes: communities living around the destinations could participate in community-based tourism projects; local communities can also participate in the decision-making process of natural resource management and its proper development. In a nutshell, this tourism model increases the socioeconomic benefits of the locals through the generation of employment opportunities and income generation to communities living around the destination at Awash Melka Kunture Pre-Historic Site.

Local Community Involvement in Tourism

Worldwide, international development agencies and organizations promote social development, primarily in developing countries in Asia, Central Asia and Africa, which aim to support programs in health, education, rural development, and provide advice, advocacy and resources for empowering local communities (UNWTO, 2014). To address the inefficiency of highly centralized development approaches, community involvement has become an important factor in development initiatives and programs, including conservation, tourism, health and forestry (Baral & Heinen, 2007 cited in Michael, 2009). Several studies have been conducted in the interest of finding the contributions of community tourism development. Zamil (2011) identified the role of the local community in Jordan in promoting tourism. In his study, community involvement in tourism was geared to market tourism internally and externally. This can be achieved by promoting individuals in the local areas near the tourist sites by offering them tourism-related jobs. In general, the local people in tourist destinations are often excluded from tourism development processes, not only planning, but decision-making and

management of projects in their areas, and this have been a common practice due to a top-down development model (Teyeet al., 2002).

Factor influencing local Community involvement in tourism development

Even though community involvement is one factor of tourism development, it regularly faces barriers in tourism development. Supposedly, based on the literature reviewed and knowledge of the subject, tourism can generate improved opportunities for realizing community participation, but there are still many obstacles to successfully use tourism development for community progress. Barriers to community participation in tourism planning are barely deliberated by scholars of tourism (Moscardo, 2008).

In the underdeveloped countries, a lack of community participation is a pervasive obstruction to tourism development (Aref and Ma'rof, 2008). According to Tosun (2000), there are operational, structural and cultural barriers to tourism development in many developing countries. Moscardo (2008) argues that lack of familiarity with tourism markets has been used in many tourism destinations to defend the barring of local communities and other community stakeholders from participation in decisions. According to Hall (2005), partial skills and awareness can lead to incorrect expectations regarding the benefits of tourism and lack of readiness for changes related to tourism, limiting opportunities for local communities to take advantage of tourism benefits.

However, one method to warrant that local communities can conquer those obstacles and eventually participate actively in tourism development is to empower them (Tosun, 2000). Arguably, power relations seem to be the key component in community participation. Consequently, it is beneficial to begin discussion with the most noteworthy issues which may lead to other impediments to community participation.

Cole's (2006) study regarding sustainable tourism of a community in Indonesia found that the local people did not have the understanding to participate. Not only the information about how to participate, but also knowledge about development matters that is required for meaningful participation is needed. In developing countries, such as South Africa, most local people in the tourism sector are unqualified. Therefore, the skilled jobs are occupied by individuals from other parts of the country and continent. Philosophy of Silence factors, one impediment which may limit community involvement in tourism planning is the culture of silence (Kumar, 2002). This culture is found in many developing countries, where local community members do not feel at ease to express their opinion or share ideas in public spaces due to a range of factors beyond the scope of this article. Elites are influential individuals who play an important role in decision-making in many community development projects, including tourism. This may result in their individual benefits being prioritized over community benefits. Broad elite dominance may and does lead to fraud problems in development projects in communities. The findings of this study can relate to this obstacle as some of the respondents expressed their reluctance in voicing out their grievances because of a lack of interest and widespread corruption.

Empirical Reviews

Several empirical studies have explored local community involvement in tourism development; particularly their role in decision making, benefit-sharing in different developed countries.

However, little has been done in developing countries like Ethiopia. Among these empirical studies scholars like Agbor (2014), assessed local community involvement in community-based ecotourism planning and development in the Taka Manda National Park. The study tried to investigate local community's awareness and willingness to participate in the development of community-based ecotourism. This study shows that, despite the level of awareness on the concept of community-based ecotourism, the local communities were willing to participate and involve in its development. This study ascertained that communities' level of awareness induces important optimistic effects on involvements of tourism development. Beside of that Khaled (2016) studied about Assessing Local Community Involvement in Tourism Development around a Proposed World Heritage Site.

It is argued that involving a local community in tourism leads to sustainable tourism development. The study was collected using mixed methods, including observation, household questionnaire, and semi-structured interviews. The result shows that community-oriented tourism initiatives might be one of the best solutions to solve issues such as poverty and unemployment. In addition to that lack of information about tourism development projects among local residents in their area, decisions related to tourism development were made without consultations with the local community and tourism benefits were not shared fairly among all areas. According to Muganda (2009) and Messele (2010) using a case study of local communities. They found out that on community involvement in the decision making process, community participation in the sharing of tourism benefits and the contribution of tourism development. These studies concluded that local communities significantly involve in the decision-making process of tourism development in their local area and tourism businesses have not developed specific mechanisms of sharing tourism benefits. In the same fashion, from this empirical data, communities do not only participate through the decision making process, but, they also involved in sharing benefits from the development and majority of benefits remain in the community. In addition to the above studies, Hanrahan (2008) conducted study on the host communities' participation in developing the sustainable tourism in Ireland. He found out that an active participation of the local communities in tourism development and decision making process has become essential for a successful achievement of sustainability.

Moreover, according to the analysis of Nafbek (2016), the typology of local communities' participation in Wonchi Crater Lake Eco-tourism development, were richly documented. The analysis of Nafbek showed that the participation of local communities' in decision making was extremely poor. This creates deterioration to tourism developments and difficult to achieve sustainability in the tourism sector and activities in the area. Even though community involvement one factor of tourism development, it causes a solemn factor of in tourism development. Supposedly, based on the empirical literature reviewed and knowledge of the subject, tourism generates improved opportunities for realizing community participation. However, barriers to community participation in tourism development have been barely deliberated by scholars of tourism (Moscardo, 2008).

In the underdeveloped countries, lack of community participation often creates a pervasive obstruction to tourism development (Aref and Ma'rof, 2008). According to Tosun (2000), there are operational, structural and cultural barriers to tourism development in several developing countries. Moscardo (2008), argues that lack of familiarity with tourism markets and packages of benefits has dragged local communities and other stakeholders from

participation in decisions. According to Hall (2005), possession of partial knowledge and awareness of incorrect expectations regarding the benefits of tourism, exposes the actors to limited opportunities for local communities to take advantage of tourism benefits. However, one method to warrant that local communities conquer those obstacles and eventually participate actively in tourism development would have no any option than empowering them (Tosun, 2000).

Arguably, power relations and ownership are the key components to encourage community participation through all stages of tourism development. Consequently, it is beneficial to begin the conversation with noteworthy issues that could help to overcome impediments to community participation. Cole's (2006), studied regarding sustainable tourism of a community in Indonesia and reported that the local people did not have understanding of participation in tourism development activities. Not only the information about how to participate, but also knowledge about development matters that serve as a prerequisite for meaningful participation is much needed. In developing countries, such as South Africa, local people in the tourism sector are unqualified. Therefore, the skilled jobs are occupied by individuals from other parts of the country and continent. On top of others, impediments that drag community involvement in tourism development could be the culture of quietness (Kumar, 2002). This culture is found in many developing countries, where local community members do not feel at ease to express their opinion or share ideas in public spaces due to a range of factors beyond the scope of this article. Such quietness has legitimized to give open opportunities for the elitists. Hence, elites persisted to be influential individuals who play an important role in decision-making in many community development projects, including tourism. This has resulted in their personalized interests being prioritized over community benefits. Broad elite dominance may and does lead to deceptive problems in tourism development projects.

MATERIALS AND METHODS

Description of the study area

This article uses data collected from households in three Kebeles and one town in Kersa Malima district South West Shewa Zone, which is located in south west shoa zone, Oromia regional state, Central Ethiopia. The three Kebeles were Godeti Wamber, Dambi Roge, Muti Alibo and Awash Melka Town. Awash Melka Kunture Prehistoric Site is located in the Kersa Malima District, in the Oromia National Regional State, Ethiopia. Awash Melka Kunture Prehistoric Site (with longitudinal and latitudinal coordinates of 8o41'00"N and 37o41'00"E) located 50 kilometers south of Addis Ababa. The name of Awash Melka Kunture comes from a word on the Awash River found southwest of the town (Bulgarelli and Piperno,2000). The article was conducted on purposefully selected tourism site of Awash Melka Kunture. The study area is selected because it was one of the highest tourism potentials in South west shoa zone, Oromia Regional State.

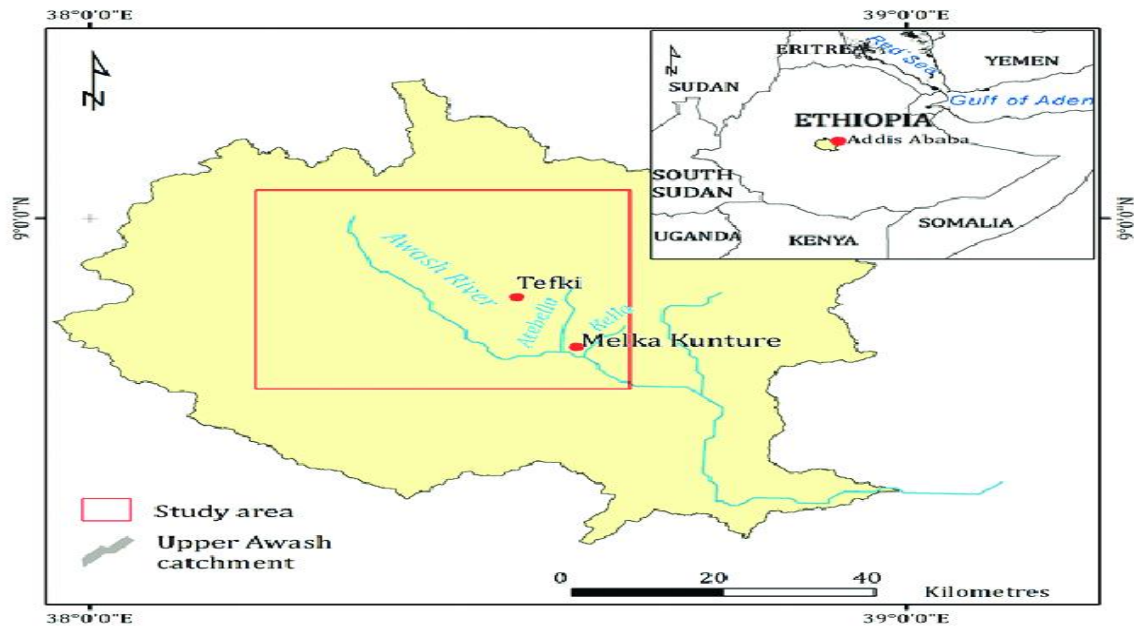


Fig. 1 Location of the study area

Data and sampling

The researcher selected from Kersa Malima District three Kebele and Awash Melka Town by a purposive sampling technique according to their proximity to destination and existence of tourism resource potentials and from kebele and concerned Town household has been selected by proportionate stratified sampling technique. Accordingly, Godeti Wamber, Dambi Rogge, Muti Alibo kebele, and Awash Melka Town have been selected. To determine sample size of the total number of respondents from concerned kebele and Town, the researcher applied the formula of Yamane, (1967) cited in Israel, (1992) to determine sample size for survey questionnaire which is reliable up to 95% and deviation factor has less than 0.05 Social scientists usually establish a cut-off point at 5% chance of sampling error Derbew (2009).

A quantitative research approach and descriptive research design were used to generate the data. Households in Kersa Malima District were targeted population of this study. The data were collected from a sample of 248 households, but only 212 households were used for empirical analysis. About 24%, 13%, 22%, 40% of households were drawn randomly from Godeti Wamber, Muti Alibo, Dambi Rogge and Awash Melka Towns, respectively. The data were collected through household surveys and collected data were analyzed using quantitative approach analysis. The fieldwork for this study took place from May 15th to 28th in 2019 through training enumerators.

Model specification

The binary logistic regression model was used to analyze the drivers of household participation decision since the dependent variable is dichotomous (participation/non-participation). The dependent variable takes the value of 1 if sampled household participated in tourism development and value of 0 if household did not participated. The probit and the logit model are two alternative standard models used when the dependent variable is dichotomous. The two models produce identical results. However, the logit model is chosen because it is

computationally easier and interpretation of the odd ratio is straightforward (Gujarati, 2004). The model use maximum likelihood method to estimate the parameters in the model after transforming the response variable into logit (Carson, 2008). After transforming the dependent variable into the natural log of the odds (logit), the equation is written as:

$$\log \frac{P_i}{1-P_i} = X_i' \beta \quad (1)$$

$$P_i = \frac{e^{X_i' \beta}}{1 + e^{X_i' \beta}} \quad (2)$$

where P_i is the probability of the even occurring (i.e., in our case, a household involved in tourism development), $[X_i]$ stands for the drivers of household involvement in tourism development a set of drivers variables (income, land size, age, gender, education level, location e is the base of natural logarithms, and β is the vector of the unknown parameters.

Therefore, reduced form is given as the following:

$$Y_i = \log \left(\frac{\text{odd}(\text{even})}{\text{Prob}(\text{nonevent})} \right) = \log \left(\frac{\text{prob}(\text{even})}{\text{prob}(\text{nonevent})} \right) \quad (3)$$

$$Y_i = \beta_0 + \sum_{i=0}^n \beta_i X_i \quad (4)$$

Where Y_i is dependent variable the probability of the even occurring (i.e., a households involved tourism development), X_i denotes a set of explanatory variables (i.e., income, land size, number of livestock, age, gender, education level, location). The study was regressed households involvement as a dependent variable as a function of the independent variables which is Socio-economic and demographic variables.

Descriptions of variables

The dependent variable for this study has binary (dichotomous) nature, that is, the dependent variable can take the value 1 with a probability of respondents involved in tourism development, or the value 0 when a given household did not take part in tourism development activities as a member. Local community involvement: refers to the involvement of local communities, whether to take part in tourism planning and development. To identify the factors influencing the involvement of the local community in tourism planning and development, the binary logit model was employed for this study. Therefore, the determinants of involvement of the local community in tourism planning and development are estimates using a binary logistic regression model. Models, which include a "Yes" or "No" type dependent variable, are called dichotomous (binary). Such models approximate the mathematical relationships between explanatory variables and the dependent variable that has binary outcomes. The logistic model was specified to assess factors determining the probability of a household being the member of tourism planning to the probability of a household head is not involved in tourism planning and development residing in the study area. As already noted, the dependent variable was a dichotomous member of tourism planning and development. However, the independent variables were of both types, that is, continuous or categorical.

Table 1: Definition of derivers of household involvement in tourism development

| Variable | Description | Expected effect | Source |
|---|--|-----------------|---|
| Number of years of HH lived in the area | Number of years of HH lived in the area (years) | + | Park, D. B. et al. [35] |
| Gender of head | Sex of head (1= male, 0 otherwise) | + | Faridi, M. Z. et al. [14], Lui, W. et al. [19], Tosun, C. [24] |
| Age of head | Head between 40 & 60 years old (1, yes, 0 otherwise) Head older than 65 years (1,yes, 0 otherwise) | + | Faridi, M. Z. et al. [14], Lui, W. et al. [19], Tosun, C. [24] |
| Family size | Number of family member (number) | + | Faridi, M. Z. et al. [14], Lui, W. et al. [19], Tosun, C. [24] |
| Education of head | Head elementary school (1, yes, 0 otherwise) Head secondary school (1, yes, 0 otherwise) Head grade 10 complete (1, yes, 0 otherwise) Head secondary school & above (1,yes, 0 otherwise) | ± | Lui, W. et al. [19], Snyman, S. L. [33], OECD. [34] |
| Land size owned | Total landholding owned (Ha) | + | Lui, W. et al. [19], Snyman, S. L. [33], McGehee. N. G. et al. [35] |
| Level Income | Logarithm of household income (Birr) | ± | Not tested |
| Number of livestock | Number of livestock owned by HH in Tropical livestock Unit (TLU) | ± | Not tested |

Table:2 Descriptive statistics of continuous variables and test of mean differences for involved and non-involved households

| Category | HH characteristics | Involved HH =100(47.2 %) | | Non-involved HH =112(52.8%) | | Total =212 |
|----------|-------------------------------|-----------------------------|------------|--------------------------------|------------|---------------|
| | | Number | Percentage | Numbers | Percentage | |
| 1. | Gender HH head | | | | | |
| | Male | 69 | 32.40% | 66 | 31.13% | 135(64%) |
| | Female | 31 | 14.62% | 46 | 21.69 % | 77(36%) |
| | Total | 100 | 47% | 112 | 53% | 100% |
| 2. | Marital status HH head | | | | | |
| | Married | 61 | 28.77% | 67 | 31.60% | 127(60%) |
| | Single | | | 12 | 5.66% | 12(6%) |
| | Divorced | 26 | 12.26% | 21 | 9.90% | 48(23%) |
| | Widowed | 13 | 6.13 | 12 | 5.66% | 25(13%) |
| | Total | 100 | 47% | 112 | 53% | 100% |
| 3. | Level of education of HH head | | | | | |
| | Elementary completes | 14 | 6.60% | 33 | 15.56% | 47(23%) |
| | Illiterate | 33 | 15.56 | 58 | 22.16% | 92 (43%) |
| | High school completes | 22 | 10.37% | 9 | 4.24% | 31 (14%) |
| | Diploma and above | 31 | 14.62% | 11 | 5.18% | 42 (20%) |
| | Total | 100 | 48% | 112 | 42% | 100% |

The average number of years household lived in their kebele or Town was significant variation between the involved (34 years) for those households involved in tourism development as compared to those who did not involve (27years). With regard to household demographics, the age of the household head showed a statistically significant variation. The age of the household of involved were relatively the similarities on average 39 years compared to non-involve (about 38 years). Similarly, the Likewise, household family size shows not a significant variation between the two groups, with the involved households having about 4 families on average compared to 4 families for non-involved. Land owned by household head result shows significant variation between the two groups, with who involved having more land (3.17 ha) than the non-involved (1.82 ha) $p < 0.01$. Therefore, descriptive statistics confirm that there is a significant difference between involved households and non-involved in terms of their demographics, economic factors. Additionally, total annual incomes of households were not a significant difference between the involved 4.0015 ETB and non-involved 4.0652 ETB. Household home distance to study area also significant variation in involved 2712 meters and non-involved household 3225 meters. Therefore, it is evident that for some of the socioeconomic characteristics, there were statistically significant differences between involved and non-involved respondents in tourism planning and development.

Derivers of community involvement in Tourism development at Awash Melka Kunture Prehistoric Site

| SN | Continuous variables | Involved households in tourism planning and development in the study area n=100 | | Non-involved households in tourism planning and development in the study area n=112 | | Significance |
|----|---|--|----------------|--|----------------|--------------|
| | | Mean | Std. Deviation | Mean | Std. Deviation | |
| 1. | Number of years household lived in the kebele or town. | 34.11 | 8.216 | 27.33 | 10.02 | .000 |
| 2. | Age of household head | 39.41 | 7.87 | 38.14 | 8.31 | .256 |
| 3. | Distances of household to Awash Melka Kunture Tourist destination(in meter) | 2712.00 | 2918.87 | 3225.00 | 3177.45 | .582 |
| 4. | Total family members of households | 4.45 | 2.61 | 4.54 | 2.69 | .796 |
| 5. | Land owned in hectares | 3.17 | 2.96 | 1.82 | 2.45 | .000 |
| 6. | Annual income from Crop production | 7380.00 | 5508.08 | 7375.00 | 6007.69 | .995 |
| 7. | Annual income from livestock | 3350.00 | 6024.15 | 3098.21 | 3287.86 | .711 |
| 8. | Annual income from Tourism related business | 1260.00 | 2596.11 | 1848.21 | 2984.07 | .126 |
| 9. | Total annual income of households (logincom) | 4.0015 | .26811 | 4.0652 | .22851 | .066 |

Significant at 1%, *significant at 5% and* significant at 10%

Chi-square value=87.0, $p < 0.01$ N =212

R²=0.66 in the goodness of fit test, this proves that the data fitting of logistic regression model are better

Duration of living in the tourism site: The model result shows that the longest time period of household lived in the area had a positive relationship with local community involvement in tourism development. The finding shows that with one year increase in the number of households living in the area associated with an increase in their involvement in tourism activities by a factor of 1.08 other things remaining. Our finding conforms to previous studies that have indicated that showed that residence in an area has a significant positive relationship with the level of involvement in tourism activities (Snyman, 2014, Francis 2017). Therefore, the length of stay by a household in an area contributes to the social network that helps in getting to know tourism opportunities which they can involve in tourism development.

Gender: The gender of household head (being male) was found to have significant $p < 0.05$ effect on household involvement in tourism development. Our result shows that the probability household involvement in tourism activity was higher among households headed by male compared to households headed by female counterparts. Male headed households were found to involve more than female headed by a factor of 2.21 other things remaining.

Age of household head: this variable is found to be significant ($p < 0.01\%$) and has a negative association with the household involvement. That is, the households with younger head tend to involve than old household head. The odds ratio of 0.894 for age of household head implies that, other things being constant, the odds ratio in favor of being involved in Tourism planning and development by a factor of 0.894 as an age of household head decrease by one year.

The educational level of the household: education is an important factor that determines household ability to communicate and acquire information. This variable was found to be highly significant ($p < 0.01$) and has a positive association with the household involvement. The result of this study shows that, the other thing being constant one year increase in the level of head household education increase probability of household involvement in tourism planning and development by a factor of 1.56. The finding corroborates with previous studies that noted that communities with formal education have more positive perceptions of tourism and its benefits and participate more than those with no have formal education levels (Kaltenborn, 1998).

| Explanatory variables | B | S.E. | Wald | Df | Sig. | Odds Ratio |
|---|--------|-------|--------|----|---------|------------|
| Number of years of HH lived in the area | .080 | .022 | 13.733 | 1 | .000** | 1.08 |
| Gender of head | .795 | .384 | 4.288 | 1 | .038* | 2.21 |
| Age of head | -.112 | .022 | 26.923 | 1 | .000** | .894 |
| Family size | .059 | .068 | .757 | 1 | .384 | 1.06 |
| Education of head | .448 | .168 | 7.108 | 1 | 0.008** | 1.56 |
| Social status | 1.379 | .390 | 12.521 | 1 | .0008** | 3.973 |
| Land size owned | -1.430 | .475 | 9.060 | 1 | .003** | .239 |
| Logincom | -.765 | .754 | 1.029 | 1 | .310 | .465 |
| Assets | -.379 | .356 | 1.135 | 1 | .287 | .684 |
| Access to infrastructure | -.485 | .440 | 1.214 | 1 | .270 | .616 |
| Access to information | .085 | .173 | .239 | 1 | .625 | 1.088 |
| TLU of household | -.180 | .064 | 7.802 | 1 | .005** | .836 |
| Awareness | 1.792 | .365 | 24.140 | 1 | .000** | 6.002 |
| Distance of home of HH | -.001 | .000 | 52.360 | 1 | .000** | .999 |
| Constant | -6.626 | 1.170 | 32.064 | 1 | .000 | .001 |

Involvement in social institution: Involvement of household head in different social institution is key variable affecting household involvement in tourism planning and development. As it was expected, in this study having responsibility in different social institution like Idir, Ekub and kebele administrator the probability household head involves in tourism planning and development was increasing by a factor 3.97 other things remaining and has positive associated significance ($p < 0.01$).

Landholding size: The landholding size was found to have a statistically significant ($p < 0.01$) and a negative association with the probability of household involvement in tourism planning and development in the study area. The finding indicates that as land size increase by one hectare other thing kept constant probability of household involvement in tourism planning and development decreases by a factor of 0.23. This is likely because household's large farmland will have the probability to harvesting enough production agriculture and also face labor. In related to this finding the previous study was identified the size of land owned by a household influences the participation of the household in tourism activities (Mugizi, 2017). On this basis, it can be said that size of land owned is one of the key factors that determines households' participation in tourism activities.

Total Livestock ownership: The herd size is negative and significantly $p < 0.01$ related to the probability of household involvement in Tourism development in the study area. The negative relationship is explained by the fact that herd size being a wealthy status in rural areas, those sample household with large herd size have a better chance to earn more income from livestock production. The other possible reason is may be that as the herd size increases the management of them also increases as result households' participation in other activities and their involvement in tourism decreased. The odds ratio of total livestock holding indicates that, other things remains constant, the probability of involved in tourism in the study area increases by a factor of .180 as the total livestock holding decreases by one TLU.

Awareness of households about the benefits of tourism: The result of this study indicated that if households have awareness about the benefits of tourism, the probability of being involved in tourism planning and development found to increase and significantly ($p < 0.0001$). The implication is that household who has more awareness about benefit of tourism are more likely to join the tourism planning and development activities than those households who have no awareness about the benefits of tourism. Keeping other variables constant, households who have awareness compared to counterpart households, their probability of involving in tourism planning and development is higher by a factor 2.93.

Distance of household to Site: The distance of the household head from the destination is an important factor that determines their involvement. The faraway the household residential from the site reduces the probability of involvement and statistically significant ($p < 0.01$). *Ceteris paribus*, as distance from the pre-historic site increase by one kilometer (km) the probability of involvement decreases by a factor of 1.00.

CONCLUSION AND IMPLICATIONS

Tourism development has long been regarded as one of the primary tools for economic advancement in developing countries like Ethiopia. However, if not planned properly, these

efforts can result in harmful environmental, social and economic consequences which are often borne by the local population. Therefore, various scholars suggest that careful planning is necessary to maximize the benefits of tourism development while minimizing its negative effects. With reference to the results obtained in chapter four the following conclusions are forwarded. As stated in the literature section, the success of the tourism industry often depends on the involvement of local people in the tourism development processes. They have been previous studies focused on local residents' perceptions of tourism development, the involvement of local communities throughout the planning process and limiting factors to community participation. The gender characteristics of the respondents were predominantly male respondents from both involved and non-involved household.

The major source of income of respondents was mixed of crop production and livestock and tourism related activities were not developed. Majority of involved and non-involved households were not having an access to infrastructure, access to credit, information and awareness about tourism in the study area. The finding concluded that income generated from tourism is very little in the study area compared to agriculture and livestock. As the model result shows that out of thirteen explanatory variables nine of them were statistically significant at different levels. Factors which affect the involvement of local community in tourism planning and development were, level of education, age, gender, awareness, distance of their home to the site, length of living in their area, involving in traditional institutions, land owned and numbers of livestock owned by local community negatively affect the involvement of the local community. Thus, as a policy implication in further stimulating community involvement in tourism development, the local communities must be made aware of the opportunities to earn or increase their income through tourism sector and participate while planning and a decision is made.

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