Chapter 3
Research Methodology

3.1 Introduction

The study tries to explain the motivational factors to travel to pilgrimage sites and other cultural heritage in Amhara Regional State with particular focus at Lalibela, Gondar and Monasteries of Lake Tana. The study focused on exploring factors that motivate individuals to take particular holidays and visits at non festive times to specific destinations of Amhara Region. The enabling factors and determinants of tourist motivations to the cultural sites are dealt. It also tries to highlight the growth of tourism industry and survey cultural heritages throughout the country. The general conditions under which domestic visitors travel to destinations under study and their views are also to be analyzed.

It is a cross sectional survey quantitative research with an emphasis on identification of tourist motivations to the Christian cultural heritage of the Amhara region. Document analysis and qualitative descriptions and narration of tourism development in Ethiopia and Amhara region is also part of the research process. One shot/cross sectional research designs require the researchers to take data only once from individual respondents in a given time period of the study (Sekaran & Bougie, 2010; Malhotra & Birks, 2007; Vanderstoep & Johnston, 2009). Hence, data was collected once from the three study areas from January-May 2015.

3.2 Description of the study area

The Northern Historic Route which includes the Obelisk of Axum, The rock hewn Church of Lalibela, the Castle of Gondar and the Monasteries of Lake Tana (Bahir Dar Area) constitute the majority of the country’s cultural tourist attractions. These sites are the most frequently visited Christian cultural heritage sites of Ethiopia by domestic and foreign visitors. The Amhara National Regional State is rich in Christian Cultural heritages and is one of the country’s centers of tourist attractions. It is a home of Gondar Palace
complex, the Simien Mountains National Park, Monasteries of Lake Tana and the Rock Hewn Churches of Lalibela).

The present study focuses on domestic pilgrimage tourism in Amhara Region. Three of the major pilgrim sites of the region, the Rock-hewn Churches of Lalibela, City of Gondar and the Monasteries of Lake Tana, are included. These sites are known for hosting hundreds of thousands of people on festival seasons and a significant number of pilgrims on non-festive times. These cultural sites are also major destinations for many seasonal international tourists.

These cultural and religious sites are selected as a research area for two main reasons. The first reason is that these sites are popular tourism destinations for domestic tourists as compared to other similar religious and heritage sites in the region. The second reason is that these sites are accessible for many domestic tourists where people could get easy access for transportation and logistics facilities from even remotest sites of Ethiopia. These sites in general can be taken as representative of the cultural and religious sites of Amhara region and these sites are worth studying.

3.3 Scope of the research

The Scope of the study is limited to domestic tourists only. The study is focused on pilgrimage tourism and as a result the population under study does not include foreign or international tourists. As far as the knowledge of the researcher is concerned there is no evidence of foreign tourists to Ethiopia as pilgrims or other religion related reasons. Thematically, the study is also limited to the Christian Heritages Sites in Amhara Region. It does not include the Muslim Heritage sites of the country and the region.

The temporal limit is from 1990s to 2014. In Ethiopia, the 1990s inaugurated a government change in May 1991 and subsequently many changes were brought to enable tourism to be more emerging phenomenon and promising economic activity in the country. But, for the sake of highlighting the historical development of tourism in Ethiopia and in Amhara region, its historic development was surveyed beginning the early 1960s.
3.4 Data sources

The principal data for the research was the primary data gathered from domestic tourists by a structured questionnaire at Lalibela, Gondar and three Monasteries of Lake Tana. Secondary sources were also indispensable source of data. Literature review was made on different themes of tourism industry. Literary works on tourism development, pilgrimage tourism, tourist behavior, tourist motivations and related themes were focused.

The majority of articles were taken from journals at Punjabi university, Bahir Dar University and Addis Ababa University and IES (Institute of Ethiopian Studies) collections. Online databases browsed via Punjabi University and Bahir Dar University accesses such as Emerald, Jstor, Tylor and Francis Group and other were used intensively.

Annual and occasional reports of UNWTO, WTTC, UNEP, and other multinational organizations were also highly valuable. Magazines from the Ministry of Culture and Tourism (MoCT) and Bureau of Culture and Tourism (BoCT) and different policies and legal documents were consulted. Few MA theses from Addis Ababa University and some MA theses works from different Indian Universities were accesses online and used. Unpublished research papers on tourism in Amhara region were used. Tourist statistics from FDREMCT and ANRSBCT constituted one of the major data sources of the research.

3.5 Population and sample

3.5.1 Sampling unit

This study considers all domestic travellers to Christian heritages of the Amhara Region in particular and Northern Ethiopia in general as a target population of the study. Both Christians and non-Christians make visits to the Christian heritages of the country. The target population is, therefore, domestic tourists in the country from different walks of life.

With regard to sampling unit, it includes all domestic tourists/pilgrims who visited Lalibella, Gondar and the Monasteries of Lake Tana from mid-
December 2014 to mid-May 2015. Ethiopians usually make visit to these sites during festival days every year (Lalibela on January 7 and Gondar on January 19) and seldom at non festive seasons. Therefore, people who visited the study area within five months (mid-December 20014 to mid-May 2015) are taken as a population of the study. We cannot have a sample frame for a type of research conducted on people who are not sedentary in the study area. Therefore, the sampling frame is not defined for this study.

3.5.2 Sample size

According to ANRSBCT report (2014), domestic arrivals by 2014 reached 357,018 at Lalibela, 344,291 at Gondar and 97,663 at the Monasteries of Lake Tana and the majority of tourist arrivals are recorded during religious events. To determine the sample size a scientific Sample Size Table sampling size determination procedure was employed (Cohen, Manion, & Morrison, 2007). For population sizes more than 250,000, with a confidence of 95 per cent and 5 per cent margin error, the optimal sample size is taken to be 384 (Kothari, 2004). With expectation of discarding of questionnaires for different reasons, the sample size was increased 490.

3.5.3 Sampling technique

With regard to sampling method, a mix of cluster sampling and random sampling methods was applied. In situations where researchers cannot use full advantage of random sampling, it is acceptable to use methods like cluster sampling which tries to retain some commitment to the principles of random selection and the laws of probability (Denscombe, 2003). At the cultural and religious sites of Gondar and Lalibela, a two stage random sampling was used. At Lalibela, Hotels and station camps where taken as separate strata. From 19 Hotels, 6 hotels were randomly and respondents from each Hotel were selected based on convenience as some people refused to participate in the survey. From 24 temporary station lots, 8 lots were selected randomly and respondents were selected on voluntary basis. In Gondar from 29 Hotels and pensions, 9 were selected randomly. After that, the selection process of the respondents was based on convenience. A
total of 319 (176 from Lalibela and 143 from Gondar) usable questionnaires were collected from respondents.

For Monasteries of Lake Tana, where there are 20 cultural and religious sites for visitors, three monasteries were selected randomly (monasteries are homogeneous in all aspects except that there are five monasteries where women are forbidden to visit and these monasteries are excluded from the research). Respondents were approached at destination sites and questionnaires were collected at time of departure from the monasteries (monasteries in most cases have one or two gates). From the four monasteries, 68 properly filled questionnaires were taken after 90 respondents were approached to participate in the survey.

Table 3.1 Sampling proportions and return rates of the questionnaires

<table>
<thead>
<tr>
<th>Data Site</th>
<th>Distributed</th>
<th>Collected</th>
<th>Useable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lalibela</td>
<td>200</td>
<td>187 (93.5%)</td>
<td>176 (88%)</td>
</tr>
<tr>
<td>Gondar</td>
<td>200</td>
<td>182 (91%)</td>
<td>143 (71.5%)</td>
</tr>
<tr>
<td>Bahir Dar</td>
<td>90</td>
<td>79 (87.8%)</td>
<td>67 (74.4%)</td>
</tr>
<tr>
<td>Total</td>
<td>490</td>
<td>448</td>
<td>386</td>
</tr>
</tbody>
</table>

3.6 Data Collection and Instruments

Primary data was collected in three major destinations at Lalibela, Gondar and the three Monasteries of Lake Tana. Prior to actual field collection, the instrument was tested for clarity 34 respondents as it was a translation from English to Amharic. After the pilot test was over and questionnaire approved fit, a self-administered questionnaire was developed for the actual research and data collection began at Lalibela on January 7, 2015 followed by Gondar on January 19, 2015. The motivation items of the questionnaire were generated based on a literature review and focus group interviews of the exploratory research before these two events.

A focus group interview with regional tourism personnel (4) and pilgrimage tour organizers (3) was very helpful in updating and enriching the questionnaire. The ideas from discussions at group discussions allow
researchers to see new and different approaches to the hidden and somewhat complicated social, political and religious affairs (because of group effects) which affect the result of most researches (Vanderstoep & Johnston, 2009). Questions related to tourism infrastructure, general tour behavior, lodging and transportations were updated based on the results of the focus group discussion in the context of local tourists to the study area.

The survey questionnaire has five parts. The first part is about the tour characteristics of the respondents and general information related to their tour to the destination. The second part deals about the respondents’ socio-demographic and economic details. The third part is devoted to get information about the motivations of travelers to destinations. Five scales Likert scale was used where respondents were asked to rate 1 for “Strongly disagree”, 2 for “Disagree”, 3 “Undecided”, 4 for “Agree” and 5 for “Strongly Agree”.

This scale was developed based on the scales developed by Philip Pearce (2005) that had travel motivational statements to be ranked on a 9 point Likert-type scale ranging from “not important at all” to “very important”) (Pearce P., 2005) The fourth part asks travelers’ perceptions about tourist infrastructures to the study areas and five scales Likert scale was also used likewise. The fifth part deals with the activities of the travelers at destinations where respondents are asked to say “yes” or no for activities listed in a table.

### 3.7 Data Analysis

Different statistical tools were used for analysis and interpretations of the findings were made. Descriptive outputs and statistics, Confirmatory Factorial Analysis (CFA), t test and ANOVA and linear regression were employed as required. It is known that the purpose of CFA is to validate the constructs and the evaluation of measurement similarities for specific research purpose by taking existing developed instruments (Brown & Moore, 2012). Factor Analysis was, therefore, used for two different objectives in this study. Descriptive statistics (specifically) mean values were frequently used in the analysis for tourist motivations, perceptions of respondents on the status of tourist facilities and other forms of cross tabulations. Distributions of
respondents based on gender, employment status, age categories, marital status, monthly income levels and type of religion were also used in some ways to the realization of the research objectives.

Comparison of means using independent samples t-test and one-way anova was the most widely used statistical tools in the inferential statistics section. It is only through the application of inferential statistics that we infer from the research findings based on samples to the larger population (Malhotra & Birks, 2007). One way anova and linear regressions were used to test hypothesis and for fulfillment of some research objectives.

3.8 Limitation of the study

As new research theme (tourist motivation) in Ethiopia, the research was based on the literary works in other regions. For theoretical and conceptual framework, Ethiopian contexts were not entertained as there are no researches so far done on tourist motivation attributes.

References


