Chapter 8
Summary of Findings, Conclusion and Recommendations

8.1 Introduction

The broad objective of the study was to analyze the inherent tour motivations and the nature of their holiday visitations of domestic tourists visiting Lalibela Gondar and the Monasteries of Lake Tana. In addition to contributing to the knowledge of tourist behavior in general and tourist motivation in particular, the study also aimed at providing the relevant information about tourists, which can be a useful input to the destination marketing efforts in Amhara Region. The historical evolution of tourism sector in Ethiopia, which shows the birth, growth and development of the sector in half a century time, was also one of the objectives of the study.

Understanding tourists’ behaviors, their motivation to a destination, perceptions about a destination, and activities at destination are all considered essential inputs in the destination marketing, market segmentation, and destinations management efforts (Andreu, Kozak, Avci, & Cifter, 2005; Bogunović, 2005; Carneiro & Eusébio, 2015). This chapter gives summary of findings and the related implications for destination marketing, tour management and development, based on the different analyses carried out under specific objectives of the study.

One of the main objectives of the study was to assess the tour motivation of domestic tourists visiting Lalibela, Gondar, and the Monasteries of Lake Tana. As part of understanding tourists' motivation, this study also attempted to identify the major activities of visitors at destination and assess the nature of tourist facilities/services in terms of a few quality dimensions and the extent to which these dimensions contribute to their travel motivations. For understanding of the difference in level of tour motivations, the study also tried to compare overall trip motivation with destination for different tourists groups categorized into place (city/locality) of origin and various socio-
demographic groups. Tourist motivations to the research areas (destinations) were studied from two parts. The first is the perceptions of respondents as filled in the survey questionnaire while the second is the types of activities/events they participated/take part/visit at destinations and during journey.

8.2 Summary of Findings and Discussions

This section tries to treat the findings, results and discussions made in relation to previous research findings and empirical works. The summary of findings includes the results of the research based on the objectives set at the beginning of the study. On the other hand, the discussion part is devoted to see the findings of this research against the existing knowledge and conclusions of similar researches in the area under study.

8.2.1 Growth of tourism in Ethiopia

One of the major objectives of the study was exposition of the history, growth, trends, changes and continuities of tourism sector in Ethiopia. Concerned bodies of the tourism sector in Ethiopia claimed that there has been a series gap in description of the tourism resources of Ethiopia and analysis of the development of the sector from its inception in the 1960s. The challenges, the different stages it went through and prospects of the sector need to be studied. The rich cultural resources of Ethiopia need also be revealed to the global community via academic papers.

This study tried to produce a substantive overview of the historical development of tourism and surveying the cultural heritages of Ethiopia. The growth of tourism sector in Ethiopia was discussed based on information gained form secondary sources. This section was treated by sources from government documents, policy documents, researches, magazines, tourism reports and tourism statistics and related sources. The findings can be summarized in the following ways.

I. Despite Ethiopia’s early civilization and strong holds in socio-cultural and trade as far back as the first millennium BC, the country was not known to the global community which had a bearing effect on tourism growth
and development (Ayele, 2008; Gamst, 1970). The country is known to
the world as far back as the early years of the first millennium for trade
and adoption of Christianity. In addition, Ethiopians had uninterrupted
relations with Arabia, India and the Mediterranean world mainly for
trading of its slaves, ivory, musk and wax (Henze, 1984).

II. A well documented version of foreigners’ visit to Ethiopia and its people
began with the era of European exploration of the world with an
expedition to Ethiopia of Francisco Alvarez in 1520 by the order of the
King of Portugal to convert Ethiopians into Roman Catholic faith. He was
followed by other fellow Europeans the most noteworthy being a Scottish
James Bruce who came with the objective of tracing the source of the
Blue Nile River and was able to produce the most inclusive traveler
account about Ethiopia. He stayed in the country for more than four years
(1769-1772) and produced five volume account about Abyssinia and its
people. His accounts are still the dominant source of medieval and early
modern history of the country. He contributed a lot by introducing
Abyssinian culture, politics, economy, religion and daily life. He inspired
other European scientists, diplomats, business people and missionaries
to come to Ethiopia afterwards (Abir, 1968). The nineteenth century saw
diversification of travelers that included medical doctors, geographers,
scientific and commercial crews which further boosted the exposition of
Ethiopia to the outside world. People with different curiosity in the country
explain more about issues that cached his attention and the issues that
explain his trip to the region (Hotten, 1968).

III. Ethiopia’s name is found in many classical literatures that make Ethiopia
one of the oldest countries of the world. The three religions namely
Judaism, Christianity and Islam have taken the lions’ share to introduce
Ethiopia to the outside world next to trade that started in the more remote
past. The victory of Adwa against Italian colonial aggressors in 1896 and
the subsequent developments gaining of attention from the international
community also marked another opportunity for Ethiopia to be more
familiar for many people globally. On the other hand, recurrent wars in
the 19th and 20th centuries and famine in the second half of the 20th centuries inflicted sheds on the popularity of Ethiopia. Even today there are many people who know Ethiopia for the 1965 and 1984/85 starvation and famine in Ethiopia instead of its world class heritage sites like Axum, Lalibela and Gondar (Yabibal, 2010; Ayalew, 2009; Mengistu, 2008).

IV. Ethiopia in particular and eastern Africa in general is proved to be center of early human and cultural evolutions. The region has provided abundant evidences on such aspects of human past that have widened our understanding on human behavior and appearance. This is basically related with the geological active nature of the region with faulting and rapid erosion that has exposed numerous layers from deposits that contain early fossil remains (Finneran, 2007; Merid, 1984). Ethiopia is endowed with abundant Christian and Islamic Heritages. Ancient monuments, Churches, Monasteries, Mosques, ruins of palaces, inscription and unique cultural traditions are the major cultural wealth. Diverse population meant different practices and way of life which make Ethiopia attractive for international tourists and domestic tourists.

V. Ethiopian tourism as a sector was started in the mid 1960s following global political and socio economic changes in the aftermath of the Second World War. The available sources on Ethiopian tourism sector indicated that the harmful effect of wars and recurrent famine that devastated millions of lives in the 1960s and 1980s were major setback of Ethiopian tourism. The other causes of poor performance in tourism industry in Ethiopia are limited participation of the private entrepreneurs and lack of skilled manpower in tourism business. Tourism Infrastructure development is a key and formidable assignment for Ethiopia if the country is to benefit from the sector. Tourism infrastructure is very poor in Ethiopia compared to even other African countries. All season roads, hotels, transport services, and communication and catering infrastructures are highly needed and must be made available for tourists. The other challenge of Ethiopian tourism is the task of changing
the bad image of Ethiopia and making the world believe that Ethiopia is a different country than they heard about it and a country that tourists should choose to visit (Yabibal, 2010; Yechale, 2011).

VI. Throughout its historical development, scientific researches products and their utility by the government for practical implementations has been a missing link for long period of time after the inception of tourism business in the country. Academic writing on Ethiopian tourism remained a rare phenomenon even after opening of tourism departments in some parts of the country. Government must work on issues when academicians give emphasis as field of research in Ethiopia’s development agenda. Research output need also the attention of the practitioners beyond academic purpose in educational institutions and research companies.

8.2.2 Tourist Motivations Factors

The second objective of this research is to determine tourist motivators to visit the pilgrim sites in Amhara region. The exploration of tourists’ inherent travel motivation ratings showed that tourists are generally likely to be motivated to make visit for religious and spiritual reasons. This was revealed by the mean score for overall trip motivation (4.23 in scale of 1-5). Rated values for the selected 75 attributes ranged from a minimum of 1 to a maximum of 5 in a scale of 1-5. The aggregate average rated value of the attributes is 3.26 with 1.76 minimum and 4.29 maximum average values of individual factors. Based on the average rated values of specific factors, these variables were divided in to low, average and above average rates. Attributes with an average value less than 3.2 were classified as below average rates while attributes with an average values ranging from 3.2 to 3.5 as average rates.

The above average rates were those attributes with an average value equal to or greater than 3.5 rates. Before further analysis, the mean values of each item were taken in to consideration. As the objective of this analysis is to identify the underlying tourist motivations, items with averages less than 2.7 were ignored and were not included in to the next analysis. Only items with
average ratings equal or greater than 2.7 were included in to further analysis and interpretations, and as a result of this screening, seven items were removed and 68 items were used for PCA.

One of the most important factor which explained the highest value of variance (8.822 percent) of variance is spirituality and is made up of seven items by which respondents explained their reason to visit the destinations under study as get closer to god, experience spiritual fulfillment, gain inspiration to my belief, understand my spiritual inner being, be in places sacred to my religion, working on my personal spiritual values and strengthen my belief. These factors denote the other core dimension of festival visitors to the cultural and Christian religious festivities of Ethiopian cultural heritages in the study area. Spirituality, as one of the highly rated travel motivation to the cultural heritages, has significant similarity with the factor self actualization.

The model TCL developed by Pearce and Lee(2005) does not include spirituality but some items which state spirituality are included in the self actualization factor groupings. This finding is in one way or the other supported by empirical works by Andreu, Kozak, Avci, & Cifter (2005). The highest reliability alpha value (.960) is registered by the first factor as compared to average and least reliability alpha values for other factors.

Therefore, based on the results of mean score of the fourteen factors, it is possible to identify the underlying motivation factors of travelers to cultural heritage sites. The results indicated that spirituality, followed by curiosity and stimulation, are the most important factors in forming travel motivation, while escape, business and, nostalgia are the least important ones. The fact that the high point of tourist congestion coincided with data collection periods, brings an idea that argues that the tradition of mass touring to the Christian cultural heritages of Amhara region is highly associated.

The issue of curiosity is also worthy of discussion and explanation. Taking the age groups of respondents 27.2 percent of the respondents are within an age range of 30-39 Years. This age group and the other important age group (20-29 Years) constituting 24.6 percent of the respondents are ages of
curiosity and high level desire for exploration and innovation. Stimulation may refer to the state of visitors’ mental satisfaction and physical stimulations a result of new stimuli for mind and body movements. Curiosity and stimulation both could have a lot with spirituality and religion as well.

The findings in relation to the mix up of religiosity/spirituality and secular visitation motives is supported by the work of Collins-Kreiner & Kliot(2000) where the author claims that “the pilgrim and the pilgrim-tourist peregrinate toward their socio-cultural centre, while the traveler and the traveler- tourist' move in the opposite direction” that forwarded an imperative message on the a must to do assignment of researching the difference and similarities of a pilgrim and a tourist.

**Sub-group Comparisons for Tourist Motivation**

In this subgroup analyses respondents’ answers are used by splitting into subgroups with the intention of making comparisons among groups. Subgroup analyses are done for subsets of participants based on educational qualification which is one of the defining variables of socio demographic characteristics. The second subgroup analysis was made for tourists’ place of origin. It was done based on the respondents’ responses whether they belong to an urban area or a rural one from the survey conducted.

I. One-way ANOVA was conducted to examine whether there were statistically significant differences among visitors with different education qualification level in relation to their travel motivation to the destinations. As indicated on Table 5.15, significant difference is seen with reference to motivation to travel to the destinations under study based on the level of education of the respondents. The contrast is clear between the respondents with a level of basic literacy on one side and the respondents with a level of Masters and PhD on the other side. The difference is significant and is supported by statistical values of (F value 3.329 and Significance value of .003). The result also shows that there were no significant differences for other groups with more or less similar mean values. With these statistical values and significance value
satisfied, the hypothesis that the visitors’ motivation to destinations vary based on socio-demographic variables (education levels) is accepted.

II. Likewise, for computing of visitor’s motivation differences between urban and rural area visitors, an independent samples t-test was conducted to examine whether there was no significant difference between urban area and rural area visitors in relation to their motivation to come to the destinations. Hence, the hypothesized claim that visitors from different areas would have differences in tourist motivation is rejected and the alternate hypothesis is taken.

**Sub-group Comparisons for Spirituality Motives**

With a run of Principal Component Analysis (PCA) with SPSS, spirituality is found to be the major motive of visitors to the Christian historical-cultural heritages of Amharra region, Lalibela, Gondar and Monasteries of Lake Tana. Next to spirituality, there are other motivation factors for cultural heritage visitors in the study area. Being the most influential motivating factor, spirituality attracts attention for further analysis against some other selected variables.

Therefore, here below are some selected subgroup comparisons with reference to spirituality by taking some selected variables such as type of visit, religion, religiosity, and levels of education. These issues deal with how the type of religion is related to a spiritual travel motivation; how education levels are related to the responses of the respondents with motives related to spirituality; how purpose of visit is related to spiritual motives to the destinations under study; and how respondents’ ratings for “spirituality” is related to their religious motives.

One-way ANOVA was used to examine whether there were statistically significant differences among visitors with different purpose of visit in relation to their ratings to spirituality as motivation to the destinations. The results revealed statistically significant differences among the respondents with different purposes of visit, $F (3, 378) = 43.428, p = .000$ (Table 5.17)
The appropriate statistical test was found to be One-way ANOVA. The relation between respondents' ratings for visitors' motives to the destinations was checked against the level of educations of the respondents at time of filling the questionnaires. As shown on Table 15.18, the results revealed statistically significant differences among the respondents with different levels of education, \( F (6, 382) = 6.705, p = .000 \). First degree holders (N=107; Mean=3.8224 and St.D=1.23591) have low spiritual motives as compared to people with basic literacy (N=15; Mean=4.5619 and St.D=.45326).

With the objective of explaining the difference in tour motivation for spirituality based on the type of religion, one-way ANOVA was used. To check whether there were statistically significant differences among visitors with different religion in relation to their ratings to spirituality as motivation to the destinations, statistical values such as mean, standard deviation, degree of freedom, F value and p values were employed. The results revealed statistically significant differences among the respondents with different purposes of visit, \( F (3, 380) = 51.357, p = .000 \) (Table 15.19).

Religiosity in this context refers to the mean rated values of the respondents with regard to the perceptions to which a respondents rate his/her place in a religious-secular continuum of alternative choice in Likert scale (five scales). This rated value is taken as one variable to tour motivation and analyzed against spirituality (the dominant tour motive as a result of Principal Component Analysis) using one-way ANOVA to examine whether there were statistically significant differences among visitors with different religiosity ratings in relation to their ratings to spirituality as motivation to the destinations.

The results revealed statistically significant differences among the respondents with different purposes of visit, \( F (3, 374) = 10.909, p = .000 \) (Table 15.20). Moderate religious (N=31, Mean=3.3733 and St.D=.1.18877) and strict religious (N=181, Mean=4.3279 and St.D=.95556) people exhibited the highest difference in tour motivation while the difference in other groups is found to be minimal.
8.2.3 Tourist Facilities and Enablers

The third major objective of the study is devoted to the exploration and explanation of destination and trip facilities, destination management exercises, material and human resources and overall customer handling practices. For that end, the effect of transportation facilities, hygiene during trip and at destination, services and facilities at destination including cost and quality, security and privacy of tourists were analyzed against visitors’ motivations and revisit intentions.

Dayal (1970) argued that the tourist centres cannot become attractive without adequate attention to the tourist logistics and the establishment of tourist offices are questioned if they fail to perform the tasks for which they are created. Tourist information about accommodations and amenities are taken as vital necessity and precondition of a successful tourist destination by Goodall (1989). The demands of all forms of travelers and tourists are in most cases more than expected and the availability and type of accommodation are found to be major determinants of destination attractions which again limit the benefit from their visitors.

In the first place, to make informed choices about suitable destination, tourists must get information and idea. Goodall argued that tourist accommodations must be clear for tourists with clear list of accommodations showing ranks given by government authorities. Every destination which aspire to be competent and a choice for many tourists, there should not be confusion and disparities between what is in reality and advertised on media as far as destinations accommodations and tourist amenities are concerned.

Khadaroo & Seetanahb(2008) developed a theoretical model on how transport facilities are key in the development of tourism and concluded with a central argument that transport infrastructure is one of the major determinants of tourism inflows into a destination. In relation to policy and related matters, authors stated that government should integrate transportation policies into tourism planning, especially for those countries with poor infrastructure. Investing in tourism infrastructure, marketing efforts and liberalising air access might not be enough without efficient
transportation support infrastructure if the tourism sector has to maximize its gains and satisfy tourists.

In this study, through a thorough qualitative exploration, twenty one destination tourist service qualities and tourism infrastructures attributes were adapted and used for the study. The data for this part was specifically collected by using half a page self administered questionnaires designed to gather information on respondents’ general perception about the tourist services and tourism infrastructure on their way and at destination. The respondents were asked to express how important were the provided 21 items regarding tourist services and tourism infrastructure. A 5 scale Likert scale (from not important at all to very important) was provided for respondents to indicate the importance of each of the 21 items.

Principle component and varimax rotation procedure were used to identify interrelated dimensions of travel motivation factors. The loadings of the original variables with the factors are analyzed. Principle component factors with Eigen value of 1 or greater were rotated by varimax method (Aiken & West, 1991). Variables with loadings equal or greater than 0.30 were included in a given factor (Mahembe and Engelbrecht, 2013). From a total of twenty one factors that are related to tourist services and tourist infrastructure, after reduction by factor analysis, only six factors emerged. The six factor grouping can explain more than 66 percent of the total variance where most of items are also having good factor loading value showing good correlation between items.

Based on the results of mean score of the six factors, it is possible to explain the underlying motivation factors of travelers to cultural heritage sites. The results indicated that factor 1 (which includes Banking services, information quality during travel and visit) is the most important factors in forming travel motivation which has a positive relation with tourist motivation. On the opposite side, factor 6 (which includes cleanness of toilets, shortage of toilets, shortage of water for sanitation, absence of professional tour guides narrators and begging) is negatively linked to tourists motivation.
On top of this argument, Albalate & Bel (2010) stated that during peak-time periods in the public transport system of a destination the coming of tourists in large number may cause additional demand and pressure may imposes negative external costs on local commuters in terms of comfort and congestion. This situation need to be managed by concerned bodies before it became a source of conflict between the host community and the tourist and one way is the application of pricing.

**Tourist Facilities and Enablers as Predictors of Tourist Motivation**

Keeping other things constant, the perception of visitors to the study area is the product of their expectation and the subjective realities at destination and rated values of respondents varies based individual assessments. The conditions and state of tourist infrastructures and services at destinations areas determine the perceptions and assessments of the whole facilities. With the objective of analyzing the influence of tourist services/facilities and infrastructures as predictors of tourist motivations to the study area, regression model was used. The inputs of the tourism industry and the demands of the tourist must match with unreserved effort from government and concerned bodies in the industry.

Transport infrastructure, comfortable environment, bank, telecom services, privacy and security issues are all among the basic necessities and major determinants of tourism inflows into a destination. As a precondition for multiple regressions, the grand mean of six factors that explain the different variables of tourist infrastructure (logistics or services) was used as a predictor variable. The least square multiple regression analysis well explains the relationship between the dependant variable (tourist motivation) and independent variables variable (tourist facilities).

The dependant variable of the model was the level of overall tourist motivation to the study area. The mean value of the six orthogonal destination facilities and infrastructure factors was the independent variables of the model. The model accounts for 1.4 percent of the variance in the dependant variable. The standardized estimates of beta coefficient of the independent variable reflect the importance of variable in the model.
Significant statistical results of the analysis helped to accept the hypothesized assertion that tourism management practices and tourist facilities have impact on visitors’ decisions to travel. Tourist infrastructure and tourist services are found to affect the decisions to travel as visitors’ motives are based on experience and satisfactions while travelling and at destination. The finding of Bhatia (1982) was with similar argumentation and was also instrumental in defining the fertile conditions under which tourists experience would be fantastic at destinations. The fulfillment of tourist infrastructures and facilities is portrayed as the preconditions of any destination if tourists have to enjoy a lot and get maximum satisfaction. In addition, the roles of international organizations, accommodation facilities and travel agencies are given special attentions as important players of the tourism industry.

**Sub-group Comparisons**

As part of the grand objective concerning the influence of tourist facilities/infrastructure on tourist motivation, subgroup comparisons were made for factor 6 which includes cleanliness of toilets, shortage of toilets, shortage of water for sanitation, absence of professional tour guides narrators and begging) that affects visitors motivation negatively. Independent variables such as type of visit, place of origin and occupation type were some of the factors analyzed to explain the influence of factor 6 on their motivation to travel ratings as a group. Interesting differences existed between the pilgrims and tourists with mean rating values of 2.2257 and 1.9100 respectively. This implies that visitors who considered themselves as tourists are more frustrated by the tourist services and tourist infrastructures than those visitors who considered themselves as pilgrims.

One-way ANOVA was used to examine whether there were statistically significant differences among visitors with different purpose of visit in relation to their ratings to factor related to tourist infrastructure and tourist facilities (factor 6). The results revealed statistically significant differences among the respondents with different types of visit. Again, people coming from rural areas and urban areas are also found to have differences concerning tourist infrastructure and tourist services at destination and as well as all the way
from place of origin to destinations. Visitors from urban areas who probably may have better access to facilities (better hotel affording capacities) have little grievance on poor accommodations and tourist facilities compared to people from rural areas.

One-way ANOVA was used to check whether there were statistically significant differences among visitors from different place of origin in relation to their ratings to factor related to tourist infrastructure and tourist facilities. The results revealed statistically significant differences among the respondents with different visit types. In the analysis of type of the effect of occupation, housewives give more emphasis to the items of tourist facilities included in factor six and hence, poor performance and poor facilities in these items means low motivation of housewives to travel to the destinations. On the other hand, the rating by students doesn’t show the severity of these problems and subsequently having more motivational vigor to the destinations

8.2.4 Economic factors and Visitors Activities at Destinations

The activities of tourists and visitors at destinations can give tremendous information about the motivations of visitors to a particular destination given other variables constant. Many segments of the respondents were checked for differences in activities and tour motivation. Socio-demography, tour characteristics, tour experience and other variables are the variables to be analyzed for activities at destinations. Activities at destinations are those actions that visitors participate, attend or make visit to a particular activity or event which has given the following differences.

I. The association between the type of religion and the attendance and participation on religious prayers and religious ceremonies is found to be significant where some religious groups are more concerned for religious activities than other groups

II. Attendance to a cultural night club show significant difference between people from urban centers and rural areas. People from urban centers may have some economic and cultural advantages to participate at
cultural night clubs over people from the countryside. Cost wise, cultural night clubs are difficult to afford. Trip budgets affect the way people could enjoy at destinations. Enjoyment and recreation traditions between urban and rural area visitors are usually different. More important and defining the explanation of difference between urban-rural visitors is that the difference is more of economic, social, and cultural in nature and in magnitude, the difference is noticeable.

III. The association between type of visit and participation in gaming at destinations is significant. Visitors considered themselves as tourist, pilgrim, business persons, or a combination of these. The implication of the result is that people’s activities like participation in gaming are determined by the purpose of visit to the destinations.

**Economic Factors as Predictors of Travel Motivation**

The other major objective of the study was analyzing the effect of economic conditions (monthly income) on motivation to travel of local tourists to the major religious and cultural sites of the study area (Lalibela, Gondar and Lake Tana Monasteries). Estimates of monthly incomes (for few private business runners) and exact values of monthly incomes (for all civil servants and salaried employees) were used for analysis. With regard to tourist motivation, the mean value of the 68 items that deal with tourist motivation was used.

After finding a significant difference in the mean score of respondents with different income level, the next task is calculating the influence of income level on travel motivation. This finding slightly confirms the finding of Nicolau (2010) and Do Valle, Correia, & Rebelo(2008). Regression analysis was used to test the effect of income level on tourist motivation. The result shows that there is a negative relationship between income level and motivations of travellers to religious and cultural sites in Amhara region. Correlation analysis conducted on these two variables has given a weak but correlation($r=-195$) is significant at the 0.01 level (2-tailed).
Economic Factors and Tourist Activities

It is known that visitors’ activities and movements are likely to be guided by the economic factors. Shopping, entertainment, gaming, visiting extra sites that incur cost and participation in activities that demand money are some of the instances that can be taken as variables to analyze the effect of economic factors on visitors’ activities at destinations. This section was devoted to explain the effects of economic factors on the activities of visitors such as watching theatre which yield the following conclusions.

I. A simple linear regression was calculated to predict participant’s participation and engagement in watching theatre based on their level of monthly income. A significant regression equation was found (\(F (1, 353) = 8.340, p < .01\)), with an \(R^2\) of .152. Though the statistical result is significant, the predictive value is found to be slight. This result shows that income level predicts the chance of participating in activities/events that incur cost like watching theatre and other entertainments. Many more events in tourist destination areas are not free and as a result only tourists who can afford these costs can participate. The more money and budgets tourists have the more activities and varied activities they can participate.

II. Economic factors are found to be negatively correlated with tourist motivations. Yet, some tourist activities during travel and at destinations are positively linked with income level and economic status of respondents. Some vents that require considerable amount of money to spend were not visited by the lower income portions of the sample respondents.

8.3 Recommendations

After exposition of the research findings, the task of identifying stakeholders who could use the research finding, make further researches and use as reference for the academia is a must to do business. The recommendations are directed to three categories of stakeholders as far as the research findings are concerned. The first group of stakeholders is made up of policy
makers and governmental organizations at different levels. The second group includes the private sector firms working in tourism related businesses. The third group includes researchers, consultants, educators and students of tourism management and cultural management studies.

1. The first recommendation is about the research gaps in Ethiopian Tourism Resources in general and Amhara Region in particular. The Amhara Region, as part of the so called Historic Route, is rich in cultural tourist heritages with three UNESCO registered world heritages and many other tremendous, cultural, social, religious, and literary, music, and traditional ways of lives. Yet, these rich cultural and natural resources are not availed to the wider global community based on scientific researches and academic forums. In this regard, the responsibilities of scholars are found to be very indispensable. Researches and academic publications are the fastest ways of showing and revealing the tourist resources of the country and the region more than any other means.

2. Policy makers and federal government of the Federal Democratic republic of Ethiopia need to give priority to research and publications that has been forgotten for decades. In addition to the infrastructure development that is arguably progressing, the need for the study of tourist behavior, tourist motivations, tourist, satisfactions, capacities of tourist personnel in the tourism sector need to be critically studied. The effort of the government towards mainstreaming tourism for sustainable development is growing steadily and need to be supported by scientific research outputs. In the area of research and promotion, lessons can be taken from successful tourism industry runner countries like Kenya and Uganda.

3. Tourist services and infrastructure need to be fulfilled as to the expectations and needs of visitors. The issue of market segmentation is important as festival visitations and participation entertains a wide varieties people with different interests, economic status, and level of consciousness, areas of origin, age categories and much more. Very
important is at least the fulfillment of basic hygiene facilities at destinations. Festival temporary camps and low cost hotels are found to be short of clean toilet, enough number of toilets, water and proper management of the scarce facilities.

4. The results of this study show that the majority of visitors are motivated by religion causes and spirituality which connotes a special preparation on the tourism management sectors by government and private firms. Though the majority shows spirituality motives, there are still other thirteen types of tourist motives with significant level which again needs fluidity of tourist interests during travel and at destinations. The types of places they want to visit, the type of ceremonies they need to attend, the types of accommodations they need differ according to travel motives. Tourist facilities and infrastructures must be in line with the needs of each segment of the festival attendants in the study areas.

5. Visitors from urban areas and rural areas showed marked differences in their demands in terms of tourist service perceptions and in terms of activities at tourist destination areas which may imply the need for treating them as separate entities with different needs and expectations. Usually, urban people are different from rural people in life styles and mode of communications among themselves and with alien people. Economic capacities may also vary and as a result, the types of hotels need, the types of events they can afford, the types of foods they buy and the types of items they could buy at local shops may vary. In proportion of the urban and rural visitors, souvenir and gift shops and other shops with local and traditional items must be made available.

6. In addition to public services rendered to the visitors, private firms need to be encouraged to provide accommodations for visitors such as temporary station facilities with clean toilets with proportional numbers to the guests hosted. In addition, there must be a clear ownership of the whole festival session from preparation at place of origin to the different events at destinations among different stakeholders. Tour organizers at place of origin must be coordinated with event organizers at destinations.
so that visitors could know exactly where to be stationed and the whole festival event to attend on schedules.

7. Enablers (infrastructure and tourist services) need to be as much comfortable as possible with the cooperation and coordination of the private sector, government tourism officials, tour organizers and festival organization adhoc committees in each festival if visitors are to develop good images and motives for similar travels to the study areas of Amhara Region. Transportation is one of the major hindrances to travel to these destinations. The private sector and government can make coordination to solve this chronic problem. People who travel on private basis cannot get transport service to destinations at peak of the festival events. Only people who get tickets from tour organizers ahead of schedule from town centers, that may not be convenient for many rural area visitors, could get easy transport service.

8. At destinations sites, recreation and enjoyment packages and events are found to be costly and alien to the majority of visitors coming from rural areas. In this regard, government and private firms should be creative to include bazaars and entertainment packages at affordable prices and traditional plays based on the needs of visitors after conducting scientific research. The inclusion of traditional plays and event performances could help for the exchanges of localized cultures in addition to entertainment and sales of goods and services.

9. Income level does have some bearing effect on motivation to travel. Rich and poor travel alike with slight differences in motivation. People with low and medium monthly income are found to be more motivated to the Christian cultural heritages of Amhara National regional State than people with high monthly incomes. Nevertheless, the preparation for tour and event festivals must consider effective and appropriate accommodations for both segments.

10. The general conditions under which visitors are entertained at destination could be more than satisfactory if the private stakeholders and public services are coordinated with planned moves and budgeted activities for
festival and event tours. The types of activities/events at destinations must be diversified in proportion to the urban and rural visitors with affordable prices and more traditional cultural shows and performances.

8.4 Implications and Direction

This research tries to study of the most important aspect of tourism industry. Tourist motivation, as one the major component of tourist behavior, should be studied and made available for researchers, policy makers, practitioners and other stakeholders. The present research finding is vital as a pioneer study of tourist motivation in Amhara region in particular and in Ethiopia in general. It initiates other researchers and students of related fields to pick up the issue and conduct researches in other areas of the region and the country at large.

The splendid cultural heritages of Ethiopia could attract millions of domestic tourists in addition to the pilgrims during festival times. Tourist services and infrastructure improvement meant the attraction of secular tourists to cultural heritage sites. Although majorities of cultural heritages of Amhara region belong to the Ethiopian Orthodox Church, they could be priority destination to peoples from other religions if services are available based on the needs of visitors.

8.5 Agenda for Future Research

This study is limited in scope, method and geography as to the motivation factors of domestic visitors. The study of foreign tourists’ motivation and many other issues of tourism sector are fundamentals of the tourism research in Ethiopia and Amhara region. Human resource issues in tourism, manpower and skills related issues, tourist services and customer satisfaction topics and many other forms of tourist behaviors need to be the focus of researchers in Ethiopian general and in Amhara region in particular.

The tourism industry in Amhara region and Ethiopia need to be studied holistically. Tourist behavior, destination marketing strategies, service delivery and customer satisfaction, amenities at destinations, government policies and strategies will be the focus of future research. In addition to
domestic tourists, the scientific study of tourist behavior of international visitors also needs a great attention. The issue of sustainability in tourism is another hot issue in Ethiopian tourism that demands researchers to prioritize as a research agenda.

References


