

The Effect of Tourism Growth on Job Creation and its Determinants in Tigray Region

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Abstract

The objective of this study is to examine the effect of tourism growth on job creation and its determinants in Tigray. Descriptive research design was used in the study. Data was collected through self-administered questionnaire from purposively selected 102 hotels, tour guides, handicraft producers and sellers, and tourism offices. The data was analyzed using descriptive analysis, correlation and regression. The results of the study showed, limited infrastructure hinders stimulation of tourism and employment. Tourism growth has great contribution to employment creation in Tigray. The result indicates more effort is required to improve the factors that can affect tourism growth. Significant positive correlation exists between tourism growth and employment creation. Moreover, the proportion of the variation in tourism growth is explained by expanding infrastructure, accommodations, and education and training. The number of employees under star hotels, tour guides, handicraft producers and sellers, and tourism offices were growing in the last four years. Implications from this study indicate that Tigray Culture and Tourism Bureau should work in collaboration with private and governmental local stake holders and international development organizations to improve the infrastructural facilities of tourism and tourism promotional capability.

Keywords: Tourism growth, determinants, job creation, Tigray

Introduction

Globally, tourism generated an estimated US\$3.4 trillion in gross output, contributing 10.9 percent of the world's gross domestic product (GDP), creating employment opportunity for about 212 million people and producing (US \$637 billion) in government tax revenues (World Tourism Organization, 1995). Many people emphasize the positive aspects of tourism as a source of foreign exchange, a way to balance foreign trade (Baud-Bovy and Lawson, 1998). The number of international arrivals increased from 25 million in 1950 to about 940 million in 2010 and 1.14 billion in 2014 and visitor spending more than matched that growth. Visitors from emerging economies now represent a 46 percent share of these international arrivals (up from 38% in 2000), proving the growth and increased opportunities for travel



from those in these new markets (WTTC, 2015). With considerable percent of the world's active population out of work, job creation must be at the forefront of agendas and the potential of every economic sector to provide decent jobs should be utilized to its fullest. One of the sectors with the highest such potential is tourism, which continues to grow and stay resilient despite global challenges it provides as many as one in every 11 jobs globally (World Economic Forum, 2017). It is estimated that every job in the core tourism sector creates about 1.5 additional or indirect jobs in the tourism-related economy (Jamieson, Goodwin and Edmunds, 2004). Because of this, tourism's contribution to recovery in recession hit countries has been significant. For example in Spain, tourism the country's top export sector created 120,000 new jobs in 2015, providing direct or indirect employment to a total of 2.3 million people (World Economic Forum, 2017). Tourism is creating jobs for millions at a time when the failure to provide hope for a better future to people of all regions is one of our biggest global challenges (Joshua, 2005).

Ethiopia is one of the countries that have enormous and diverse tourist attractions. It has beautiful land features ranging from the highest mountain, Ras Dashen, to Dankal depression, one of the lowest points in the world, consisting of different attractive rivers having water falls, lakes including the Rift valley lakes, and the various caves like Sofomor (the largest cave in Africa). This wide land features gave birth to the different ecological zones that are a home for the wide variety of wild life of both fauna and flora. Ethiopia is rich enough in wild animals including the seven species of Mammals and twenty five species of birds that are endemic to Ethiopia (Ethiopian Wildlife Conservation Authority, 2014 as cited by Merga, 2019). Moreover, Ethiopia has a unique feature of land in terms of natural, cultural, historical, and religious tourism assets and unique biodiversity, it has a big potential for tourism (Meressa, 2006). However, despite this high potentiality, tourism remains undeveloped due to various reasons. Ethiopia is earning very much less income than what its neighbors earn out of tourism though Ethiopia has a much higher potential tourism resource (Jamieson et al., 2004).

Given its potential and actual tourism resources on one hand and compared to other less developed countries on the other, Ethiopia's tourism performance is not satisfactory (Tariku, 2004, as cited by Tewodros, 2015). Although some change is taking place with regard to tourism, the change is not satisfactory for local communities in Tigray (Chernet, 2008). Tigray is the heart of historical sites. It is the cradle of the country's ancient civilization. Axumite civilization was one of the greatest and earliest civilizations in the world. Early Christianity had its first seed here. The people's traditional songs and dances, the religious ceremony and rituals life styles are also worth seeing. However, this huge tourism potential of the region including the study areas is not yet exploited properly (Berhanu, 2003; Teklehaymanot, 2005, as cited by Tewodros, 2015). According to (Chernet, 2008, as cited by Tewodros, 2015), to alleviate poverty and have a better level of living, it is necessary to give due attention to the diversification of rural and urban livelihood and to use tourism as an alternative livelihood strategy. However, the majority of local communities of Tigray are not looking towards the promotion and consumption of tourism as a source of job opportunity (Berhanu, 2003, as cited by Tewodros 2015).

The contribution of tourism to the economy comes through employment creation, foreign exchange generation and its multiplier effects on other sectors of the economy. Despite this recognition, presently there is little information on the nature of jobs that are being created through tourism growth in Ethiopia, especially in Tigray Region. While Tigray has important natural and historical tourist attractions, and therefore great potential for employment creation through tourism, there is little information on the growth of tourism and its effect on job creation in Tigray.



Assessing the effect of tourism growth on job creation and determinants of tourism growth is useful to identify the factors that affect tourism growth and opportunities which lead to formulate strategies in order to maximize the benefits of tourism (Shimelis, 2008). Tigray does not get the needed benefit from the sector as expected and in line with its potential of tourist attractions (Tigray Tourism Commission, 2007).

The recognition on the effect of tourism growth on job creation has not yet got studied in most parts of Ethiopia. Though there are studies in Addis Ababa, Bale, Gonder and Harer they are area specific there is no any significant study undertaken on the effect of tourism growth on job creation in Tigray Region. A study conducted on the development of tourism Addis Ababa by (Ayalew, 2009) deals with the perception of local community on tourists, tourism related challenges and opportunities on the social and economic aspect of the local community. The above study only looked on economic effect of tourism. However, our research emphasizes on investigating the effect of tourism growth on job creation in Aksum and Wukro to help maximize the benefits of tourism and to make the tourism industry economically sound, and acceptable Tigray Region. The main objective of this study was to assess and analyze the effect of tourism growth on job creation and its determinants in two tourism clusters of Tigray.

Literature review

Ethiopia is a land of plentiful remarkable and magnificent tourism attractions. The exceptional combination of historical, cultural, and natural attractions marks the country as a unique tourist destination in the region (Ministry of Culture and Tourism, 2009). The study commissioned by the World Tourism Council and the Department of Environmental Affairs and Tourism, made several recommendations to optimize tourism. These include giving strategic economic and employment priority to the industry, taxing it intelligently and recognizing its employment creation potential, investing in human resource and expanding infrastructure (Jordan, 1999). In terms of infrastructure, the identified opportunities are “supply side measures which incorporate roads, air transportation, information and amenities, public transport, safety and security” (Department of Environmental Affairs and Tourism, 2000). Economic literature provides some insights into the importance of water to various sectors-including agriculture, tourism, fishing, manufacturing, and energy production (Baud-Bovy and Lawson, 1998). Training especially on what the tourists needs are, and how to treat them is important for people to be able to offer satisfactory services to the tourists (Choi and Sirakaya, 2006). Education ranks high on the list of domestic tourism and promotion campaigns, tackling lawlessness and ignorance regarding the importance of tourism as well as encouraging the citizen’s pride in the cultural and the beauty of their land capital. Partnerships in tourism, the participants agreed that partnership is becoming an important instrument for implementing tourism policies more effectively, notably in the field of employment and education (Kiss, 2004). The findings were that partnership is a useful and efficient tool for economic growth and job creation (Idasa, 2001). Marketing of tourism is mostly directed towards attracting more foreign tourists than developing domestic tourism and standards within the industry (Idasa, 2001).

Tourism, being a service industry, it has a significant effect on those areas which have surplus labor, because for this sector the skilled and efficient human resources are extremely important. It has great effect on local population employment. There is a positive relationship between the growth of tourism and increasing employment advantages (The Economic Times, 2008). Infrastructure is an important determinant for economic development and State thus offers a high scope for profuse employment generation and related activities in the form of accommodation projects, food oriented projects, energy, amusement parks and water



sports etc (Ashley, Roe, & Goodwin, 2001). It is true that after consideration of tourism as an industry, there is increase of employment opportunities in the state, but still there are some areas where this advantage is lacking. The emergence of new areas as a tourist destination, require proper management of employment (Fennell, 2001). The tourism sector is one of the main pillars of the local economy, and created 30,000 full time job equivalents in 2000 and the number today is estimated at almost 40,000 full direct employments in the tourism sector Mauritius GDP (Seechurn, Ramtohul, Googoolye, Vaghjee-Rajiah, & Neeliah, 2013). In South Africa, domestic tourism is an important source of revenue and employment, contributing 52 percent of total tourism consumption according to that country's National Tourism Sector Report (2011).

Nevertheless, the performance of the tourism industry in Ethiopia is still far behind the neighboring tourist receiving African countries like Kenya and Tanzania which possess less natural and cultural heritages as compared to Ethiopia. Obstacles hindering the effective operation of tourism in Ethiopia include the problem related to transportation and accommodation (Wondifraw, 2007). A research conducted by Tigray Culture, Tourism and Park Development Bureau (2011) confirmed that, tourists level of satisfaction in Tigray tourist destination was marginally low ($M=2.63$), that is below average. This may be due to the provision of poor quality of services (below tourists' expectation) provided at the same destination as it was analyzed in the service quality section in this study. Hence, it was suggested to the destination managers and service providers at the destination to consider the implications of the destination attributes, which may be fundamental in impacting tourists' overall satisfaction. Generally, the major tourism resources of Tigray are broadly categorized in to historical attractions, heritage/ cultural and natural attractions. For administrative purpose, these major attractions are categorized into six major clusters: Mekelle, Wukro, Gheralta, Aksum, Maychew, and Humera Clusters, (Temesgen & Wondu, 2005), however, our study is delimited to Aksum and Wukro clusters.

Methodology

This study was conducted by using descriptive survey because the researchers tried to describe the existing situation. The study was undertaken on purposively selected two clusters namely Aksum and Wukro clusters due to their high tourism potential. The clusters were selected purposively because the two clusters are assumed to have high tourism potential or due to their profound significance in tourism development and opportunities. The total sample size that was taken for this study was 118 respondents equally from the two clusters (n_1 or cluster 1=59, n_2 or cluster 2=59). Primary of information were used in this study. Participants were selected through purposive sampling. The primary data was collected through the use of questionnaires with respondents comprising four different groups in the study. The first category is tourism offices of the two tourism clusters. The second is the guidance associations, the third is hotels and the fourth category is handicraft producers and sellers. Job creation is the dependent variable while the factors that contribute to the growth of tourism Expanding Infrastructure, Energy and Water supply, partnerships in tourism, Education and Training, Funding, Marketing and Accommodation are independent variables. A quantitative research method was used to describe, analyze, and interpret conditions that exist. To determine sample size, this research applied Yamane (1967) sample size determination formula. We can get total sample of 118, at 95 % confidence level and degree of variability 0.05, precision levels of 7.5% and $N=355$. From the four segments respondents were proportionally selected by purposive sampling and accordingly 2 star hotels, 52 tour guides, 48 handicraft producers and sellers, and 16 tourism office employs were considered from each segment.



The researcher has employed quantitative method of data analysis. The descriptive statistics; such as frequencies response, percentages, mean scores, charts, figures and standard deviation were used. Correlation analysis was used to see the relationship among independent and dependent variables and to test the hypotheses developed in the study. Multiple regressions analysis was also employed to see the individual contribution of independent variable on a single dependent variable.

Results

From the total 118 sample, 102 respondents were able to respond and ready for analysis properly. Cluster wise, 54 responders were from Aksum cluster and 48 were from Wukro Cluster; and segment wise, 2 star hotels, 42 tour guides, 40 handicraft producers and sellers, and 16 tourism office employees were y participants of the study.

Analysis for determinants of tourism growth

Based on the likert’s scale which ranges from (1= strongly disagree to 5= strongly agree), the mean score of the variables was analyzed for each variables.

Table 1: Result for determinants of tourism growth

Variables	Items	N	Min	Max	Mean	Std. Dev
Infrastructure	Alternatives traveling systems	102	1.00	5.00	3.020	0.812
	Internet and phone network facilities	102	1.00	5.00	2.431	0.878
	Transportation system	102	1.00	5.00	3.053	0.770
	Roads	102	1.00	5.00	2.196	0.917
	Information	102	1.00	5.00	3.961	0.824
Energy and water supply	Limited water production capacity	102	1.00	5.00	3.588	1.151
	Limited supply and interruption of electricity	102	1.00	5.00	3.588	1.134
	Uneven distribution of energy and water supply	102	1.00	5.00	4.059	0.676
Education and training	Skilled man power	102	1.00	5.00	2.843	0.731
	Experience and professional training	102	1.00	5.00	3.569	1.221
	Guidelines and manuals	102	1.00	5.00	3.294	1.883
	Craft producers’ Knowledge and experiences	102	1.00	5.00	3.333	0.973
Partnership	Synergy on market access	102	1.00	5.00	3.137	0.872
	Partnership among commercial centers	102	1.00	5.00	3.118	0.993
	Partnerships on public services and regional policy	102	2.00	5.00	3.118	0.887
Funding	Limited Investment	102	2.00	5.00	3.823	0.793
	Lack of capital	102	1.00	5.00	3.706	0.807
	Local versus diaspora investment	102	1.00	5.00	3.516	1.817
Marketing	Incentives on promotion and advertisement	102	1.00	5.00	3.061	0.979
	Backward system of promotion	102	1.00	5.00	3.216	0.945
	Latest means of promotion	102	1.00	5.00	3.863	0.980
	Promotes tourist attractions and local tourism	102	2.00	5.00	3.098	0.878
Accommodation	Hotels and restaurants	102	1.00	5.00	3.137	1.059
	Hotel accommodation in visit areas	102	2.00	5.00	3.471	0.758
	Quality of accommodations	102	2.00	5.00	2.137	0.749
	Inside accommodation	102	1.00	5.00	2.177	1.014

Source: Survey data (2020)

Infrastructure: from table 1 above, the highest mean score infrastructure lies on providing information for visitors (m= 3.961, Std. =0.824), followed by the transportation system to visit the tourist destination in Tigray are upgraded and improved (m=3.053, Std.= 0.770), and there are different and sufficient ways of alternatives traveling systems inside the region (m=3.020, Std.= 0.812). On the other hand, respondents disagreed on the remaining statements of infrastructure; tourists can get good internet facility, mobile phone network facility at every where tourist sites of Tigray (m=2.431, Std. = 0.878) and the construction of roads to remote areas for tourists are improved and upgraded (m=2.196, Std.=0.917). It can



be concluded that, even though there is some improvements in expanding infrastructure, it is not expanding as expected in Tigray and consequently the contribution of infrastructure for tourism growth could be less. Energy and water supply: the mean score for energy and water supply attribute and accordingly most of the respondents replied that there is no enough availability of energy and water supply in Tigray. Education and training: there is low level of professional and trained people in the sector relying on experience rather than professional training (m = 3.569, Std. = 1.221), and tourism sector is not equipped with skilled man power (m= 2.843, Std. = 0.731). On the other hand, craft producers have good knowledge and experiences to produce according to the interest of tourists (m=3.333, Std. = 0.973), and there are enough guidelines and manuals regarding interpretation and presentation in tourism cites of Tigray (m=3.294, Std. =1.883). Partnerships: as shown from the above table 1, the mean score for most of the items of partnerships in tourism were above midpoint of likert’s scale. Respondents agreed that there is synergy on market access for local handicraft producers and handicraft sellers in the locations where tourists visit (m=3.137, Std. =0.872) and there is good partnership among commercial centers, specialty shops in towns, shops in hotels, museums and airports (m=3.118, Std=0.993). Moreover, there is good partnerships in the areas like public services, regional policy, and coordination of promotion, improvement of regulation of tourism in Tigray(m=3.118,Std. = 0.887). Funding: respondents agreed on investment in tourism is very limited (m=3.823, Std. = 0.793), there is lack of capital to invest needed to improve product quality and tourism services (m=3.706, Std. = 0.807) and investments made in tourism has been mostly originated from diasporas, (m=3.516, Std. = 1.817). This shows that there is limited finance to invest on tourism. Marketing: As revealed in table 1, there are attempts to promote tourism potential of Tigray in a wider scale using the latest means of communication network system. Besides, Tigray culture and tourism bureau have encouraged private investors through incentives to make them play an active role in the promotion and advertisement of tourism. On the contrary, Tigray culture and tourism bureau follows the backward system to promote tourism industry. Accommodation: regarding accommodation, respondents replied overall quality of restaurants, cafés and bars is not good; and atmosphere of the inside of restaurants, cafés and bars, cleanliness in general toilets are not good. Though there are enough hotels, the accommodation problems may hinder the tourism growth. Opportunities of tourism growth and its contributions: As depicted on table 2, respondents agreed on all statements for opportunities of tourism in Tigray Region. This shows that there are good opportunities for growth of tourism Tigray which include direct flight to Tigray, presence of Universities, emerging new events and new historical findings. Moreover, it is observed that tourism has a great contribution in creating job opportunity in Tigray.

Correlation analysis

Table 2: Correlation between tourism growth and its determinants

Determinants of tourism growth	Tourism growth	
	Pearson Correlation	Sig. (2-tailed)
Employment creation	0.411**	0.002
Expanding Infrastructure	0.523**	0.004
Energy and water supply	0.334**	0.001
Education and Training	0.407**	0.002
Funding	0.178	0.085
Partnerships in tourism	0.308**	0.004
Marketing	0.332**	0.003
Accommodations	0.501**	0.001

** Correlation is significant at the 0.01 level (2-tailed). N = 102
 Source: Survey data (2020)



So as to determine whether there is significant relationship between tourism growth and employment creation, Pearson’s Correlation was computed. Table 3 above demonstrates the results of Pearson’s Correlation the relationship between tourism growth and employment for the sample respondents. It shows that the correlation coefficient for the relationship between tourism growth and employment creation is positive correlation coefficients. From the table, there is and statistically significant relationship between tourism growth and employment creation($r = 0.411$, $p < 0.01$). Therefore, there is significant positive correlation exist between tourism growth and employment creation at the ($P < 0.01$) level of significance.

As presented on above table 3, the correlation between expanding infrastructure and tourism growth is positive which is ($r = 0.523$), which is strong relationship. The p value is ($p = 0.004$) which is less than ($p < 0.05$) acceptable level of significance. So that, there is significant positive relationship exist between expanding infrastructure and tourism growth at ($p < 0.05$) significance level. As can be seen from the above table, the correlation between energy and water supply, and tourism growth is positive ($r = 0.334$). The p value is ($p = 0.001$) which is less than ($p < 0.01$) acceptable level of significance. Table 3 displays, the correlation between education and training and tourism growth is positive which is ($r = 0.407$). The p value is ($p = 0.002$) which is less than ($p < 0.01$) acceptable level of significance. Therefore, education and training has a substantial positive influence on and tourism growth at ($p < 0.01$) significance level. From table 3 we understand that correlation between funding and tourism growth is positive which is ($r = 0.178$). The p value is ($p = 0.085$) which is greater than ($p < 0.05$) acceptable level of significance. Therefore, there is no significant positive relationship exists between funding and tourism growth at ($p < 0.05$) significance level. The correlation between partnerships in tourism and tourism growth is positive which is ($r = 0.308$). The p value is ($p = 0.004$) which is less than ($p < 0.05$) acceptable level of significance. So, significant positive correlation exists between partnerships in tourism and tourism growth. Table 3 demonstrates there is statistically significant relationship between marketing and tourism growth($r = 0.332$, $p < 0.01$). The correlation between accommodations and tourism growth is positive which is ($r = 0.501$). The p value is ($p = 0.001$) which is less than ($p < 0.01$) acceptable level of significance.

Analysis of multiple regressions

The study has seven independent and one dependent variable. The independent variables are: infrastructure, energy and water supply, education and training, funding, partnerships, marketing and accommodation. Tourism growth is the dependent variable. Multiple linear regression equation shows the relationship as follow: $Y = \beta_1 + \beta_2 X_1 + \beta_3 X_2 + \beta_4 X_3 + \beta_5 X_4 + \beta_6 X_5 + \beta_7 X_6 + \beta_8 X_7 + E$...TG(y)= Expanding infrastructure+ Energy and water supply+ Education and training +Funding +Partnerships in tourism +Marketing+ Accommodations + E. In order to check how data fits the model in this study, R square, significance level and Beta (β) and F Test were employed in the analysis.

Table 3 Multiple regression result

Model summary	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.579 ^a	.587	.576	.2937	
Model (ANOVA)	Sum of Squares	Df	Mean Square	F	Sig.
Regression	33.534	31	1.2098	1.276	.001a
Residual	68.466	71	.809		
Total	101.664	102			
Multiple regression Coefficients ^a					
Model	Unstandardized Coefficients		Standardized	T	Sig.



		B	Std. Error	Beta		
1	(Constant)	1.002	.201		1.837	.031
	Expanding infrastructure	.356	.223	.367	2.044	.019
	Energy and water supply	.299	.109	.322	1.876	.018
	Education and training	.347	.134	.337	.536	.017
	Funding	.116	.124	.123	.351	.052
	Partnerships in tourism	.231	.145	.254	.312	.012
	Marketing	.253	.111	.253	0.464	.020
	Accommodations	.348	.109	.353	.430	.012

a. Predictors: (Constant), expanding infrastructure, energy and water supply, education and training, funding, marketing, accommodations.

b. Dependent Variable: Tourism growth

Source: Survey data (2020)

On regression analysis a value of R squared showed how much the percentage of the variance in the dependent variable is explained by the independent variables. In the model summary table, a value of R squared =0.587 meaning that almost 58.7 percent of the variance in the dependent variable was explained by the independent variables. The model F is significant (low p-value) the independent variable explains a significant portion of the variation in the dependent variable and state that Model F and significance value is what tells whether the model is significant or not. When the model is significant it will have low p value which explains that there is significant portion of the variation in the dependent variable.

Based on this argument the model is significant as it had the F value of 1.276 with significance level of 0.001a. This shows that there is significant portion of the variation in the dependent variable. The amount of variation in the dependent variable -tourism growth that is accounted for by the optimal linear combination of the entire set of independent variables is expressed by R square which is 0.578 and adjusted R square is 0.576. The F-statistic of 1.276 at 31 and degrees of freedom is statistically significant at 99% confidence level. This indicates the regression, expressed through the R square is statistically significant where the percentage of variation in tourism growth explained by the seven variables accounts for 58.7 %, and other unexplored variables may explain the variation in tourism growth which accounts for 41.3 %, indicated on table 3. The standardized coefficients of β value are used to show which independent variable is most predictive of the dependent variable. The advantage of β is to provide a constant scale, and that the β s are comparable, that the greater the value of regression coefficient the more the independent variable is responsible for explaining the dependent variable. Therefore the regression analysis on Beta is shown in table below. On Beta coefficient (β), the standardized coefficient Beta see the contribution of each independent variable toward the model, the larger the beta coefficient shows that the variable contributes largely in explaining the dependent variable (Pallant, 005)

As shown in the above table of regression expanding infrastructure was found the most predictor variable of dependent variable that is 36.7 percent tourism growth is explained by expanding infrastructure, which is statistical significant at ($P \leq 0.05$). This shows, expanding infrastructure contributes positively to tourism growth more than the other variables. Accommodation, the second predictor of tourism growth, is statistically significant 35.3% of variation. Education and training explained tourism growth by 33.7%, positive effect statistically significant at ($P \leq 0.05$). Furthermore, Energy and water supply, partnership in tourism and marketing significantly explain tourism growth by 32.2%, 25.4% and 25.3% respectively. Lastly, funding explained 12.3% to the variation of tourism growth but it was insignificant ($p=0.052$) contribution in making tourism growth.

Table 4: Employment created by occupation (segments)



List of three segments								
tour guides			handicraft producers and sellers		Tourism offices employs		star hotel employees	
Year (E.C)	No of employees	Growth rate	No of employees	Growth rate	No of employees	Growth rate	No of employees	Growth rate
2015	98		82		27		23	
2016	106	8.16%	89	8.54%	34	25.92%	34	47.83%
2017	122	15.09%	102	14.61%	39	14.71%	38	11.77%
2018	134	9.84%	128	25.49%	46	17.95%	39	2.63%
2019	140	4.48%	140	9.38%	49	6.52%	49	25.64%
Average Rate	Growth	9.39		14.51%		16.28		21.98%

Source: Survey data (2020)

As can be seen in the above table 4, the job creation (employment) in each segment shows increment from year to year and the overall average growth for the last four years is 15.54%. This could be, among others reasons, due to the little improvement done in infrastructure, accommodations and promotion services by the two tourism clusters. Even though there is an increment in creation of job opportunity by the sector for the past few years, it is still very small compared to other similar tourist destinations registered by UNESCO as world heritage center and its potential of tourist attraction sites endowments history and age.

Discussion

Even if infrastructure is important for tourism growth, but there is poor infrastructural facilities in Tigray region which makes the contribution of infrastructure on tourism growth to be less. The study found that there is inadequate supply of energy and water in Tigray. According to (Baud-Bovy and Lawson, 1998), however, access to water and energy is critical to production in a number of economic sectors; it serves as an essential input in agriculture, tourism, solid water disposal system and it is a key factor for tourism growth. There is low level of professionals and trained people in the tourism. This is consistent with the findings of (Idasa, 2001) that training for tourism has been one of the least satisfactory features of the industry and is scattered across techniques, private colleges, and associations. It was found there is good partnership and marketing among the stakeholders in the tourism sector. The Partnerships between tourism operators and local communities can help enrich tourism destination by offering the opportunity to local entrepreneurs to sell their products and services; and local partnerships between government, hoteliers and local communities could also help to reduce disturb of tourists and feelings of risk to health or safety (Jamal & Kim, 2005). The results of the study also indicate that there is limited finance to invest on tourism. This finding supports to the results of Bureau of African Affairs (2011), participation by both the private as well as the public sector in terms of funding projects that empower tourism is lacking. The quality of accommodation is vital for the growth of tourism; however, this research reveal there is poor quality of accommodation. The tourism sector in Tigray has a good opportunity to grow and this is consistent with the finding of Mann & Addis (2006) a study conducted in Addis Ababa. The result of regression analysis indicated that six of the independent variables (infrastructure, training and education, marketing, accommodation, marketing and partnership) significantly explained the variation of tourism growth. However, funding variable insignificantly explain the variation in tourism growth. This finding is consistent with the findings of (Ashley et al., 2000; Idasa, 2001; and Jamal, & Kim, 2005).



Conclusion

This study was aimed at investigating the effect of tourism growth and its determinants in tourism clusters of Aksum. Based on the findings mean scores of the variables, even though, there are some improvements in expanding infrastructure most of the respondents respond that there is limited ways of alternatives traveling systems inside the region and tourists cannot get good internet facility, mobile phone network facility at everywhere tourist sites of Tigray. Poor infrastructure roads in Tigray are one of the greatest constraints to the growth of tourist destination. The limited infrastructure hinders stimulation of tourism environment and tourist flow as its potential tourist site endowment of the area. Concerning energy and water supply, there is no enough availability of energy and water supply, there is limited supply and high interruption of electricity and water production capacity has never kept up with demand in tourist cities of Tigray. In case of education and training, the craft producers have good knowledge and experiences to produce according to the interest of tourists on the tourist destinations and there are enough guidelines and manuals regarding interpretation and presentation in tourism cities of Tigray. However, there is low level of professional and trained people in the sector, relying on experience rather than professional training, this results lack of respect for foreigners.

There is synergy on market access for local handicraft producers and handicraft sellers and good partnership exists among commercial centers. In funding, there is very limited investment in tourism and there is lack of capital to invest needed to improve product quality and tourism services. Investments made in tourism have been mostly originated from Diasporas, leaving local entrepreneurs to invest in the small hotels. Concerning marketing there are attempts to promote tourism potential of Tigray in a wider scale using the latest means of communication. On the other hand, Tigray culture and tourism bureau have not encouraged private investors through incentives to make them play an active role in the promotion and advertisement of tourism and Tigray culture and tourism bureau follows the backward system to promote tourism industry. Even though there is some improvement in accommodations the descriptive findings from respondents shows that there are no enough requiring hotels and restaurants to be ready to receive as many guests as possible. Overall quality and atmosphere of restaurants, cafes and bars is not good. There are good opportunities for growth of tourism Tigray which include direct flight to Tigray, presence of Universities, emerging new events and new historical findings.

The correlation analysis indicates significant positive relationship exists between employment creation and tourism growth, expanding infrastructure and tourism growth, energy and water supply and tourism growth, education and training and tourism growth, partnerships and tourism growth, marketing and tourism growth, and accommodations and tourism growth. However, funding has no significant relationship with tourism growth. The model summary of multiple regression analysis revealed that the proportion of the variation in tourism growth significantly explained by expanding infrastructure, accommodations, education and training, energy and water supply, and marketing. However, funding dose not statistically explain tourism growth. The job creation (employment) in each segment shows increment from year to year.

Based on the findings of this research, several implications for policy makers, practitioners and academia may be derived. Below are some of the main recommendations. The government of Tigray Regional State should standardize the existing infrastructural facilities, so as to enhance the tourism growth. As its nature, tourism is multi-sector under taking interrelated activities that requires more coordination with different sectors and actors of the sector, which is not at all a task to be left to a single institution. Tigray Culture and Tourism Bureau should work in collaboration with private and governmental local stake



holders and international development organizations. Mobilizing alternative resources including domestic investors to support the development of transport networks and physical connectivity essential to tourism flows, as a result it can increase the number of incoming tourists and the shares of employment creation. The tourism clusters, culture and tourism office and Tigray construction and transportation bureau should work hand in hand in order to narrow the gap in infrastructure, energy and water supply and accommodation problems through the following mechanisms: rising level of annual budget from different revenue sources and active participation donors by preparing acceptable and convincing development project to World Bank, World Tourism Commission, UNESCO, and other national and international donors and maximizing public participation in terms of financially, materially, and labor-based support, to alleviate infrastructure problems in the tourist attraction sites of Tigray. The government should encourage investment on tourism through different incentives so that it can pull more employment to the sector. Promoting partnership and collaboration with the local tourism industry and foreign tour operators is required. Inclusive collaboration needs to involve stakeholders in the process in order to ensure the long term interests of the investor and local communities and small businesses will be addressed and sustainability achieved.

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