

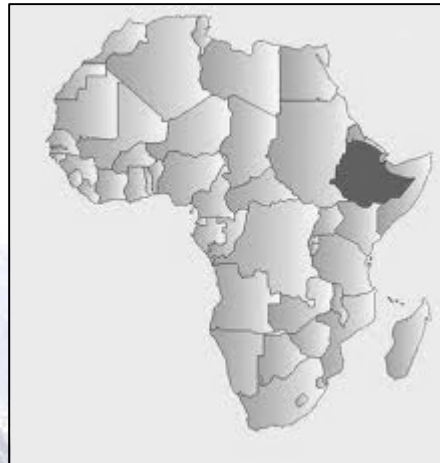


Sustainable heritage tourism planning: Evaluating opportunity and community readiness in Ethiopia

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Background

- SFU Professor studying archaeological sites in Northern Ethiopia
- Local interest in developing for tourism



Three archaeological sites



Literature

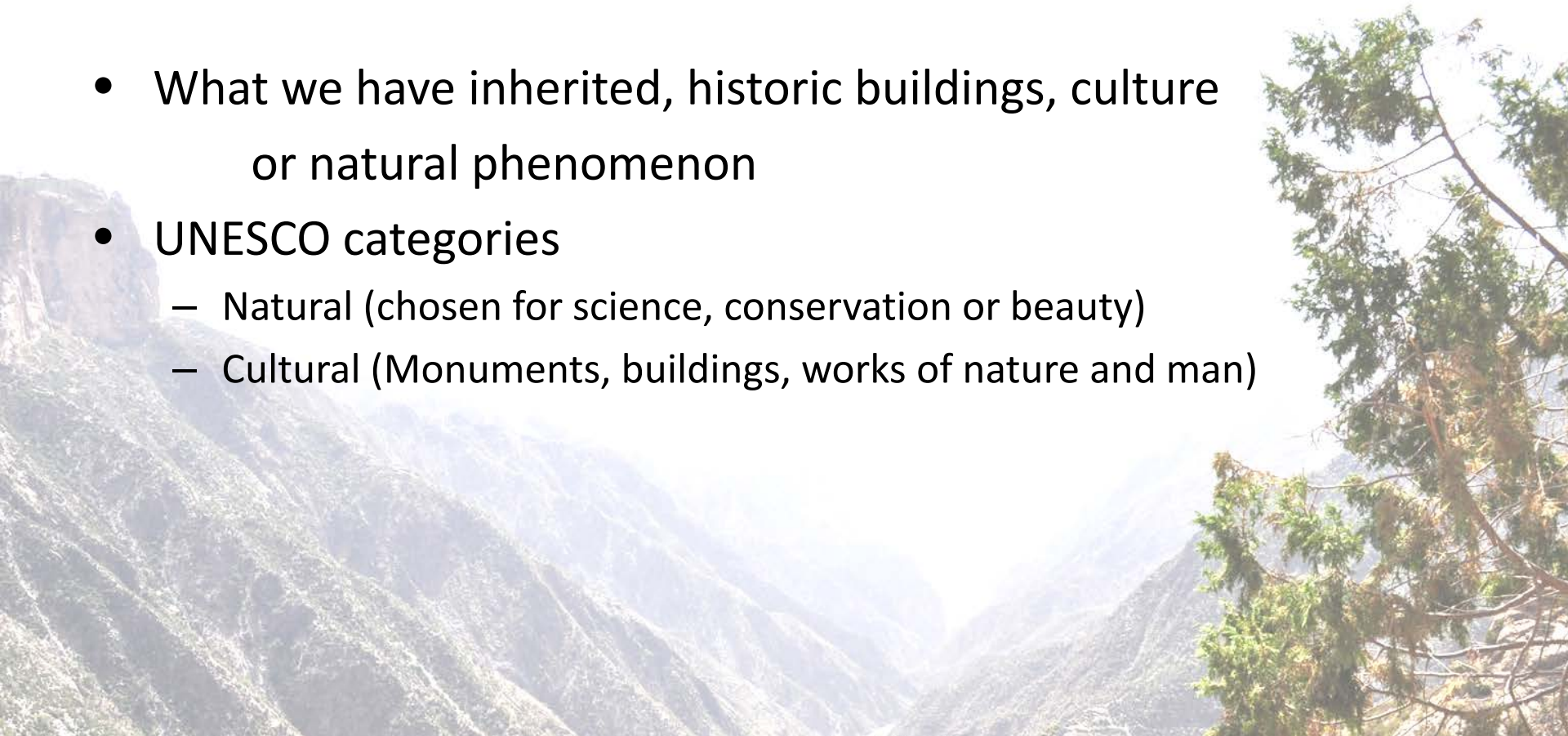
Sustainable Heritage Tourism Planning



Literature

Sustainable **Heritage** Tourism Planning

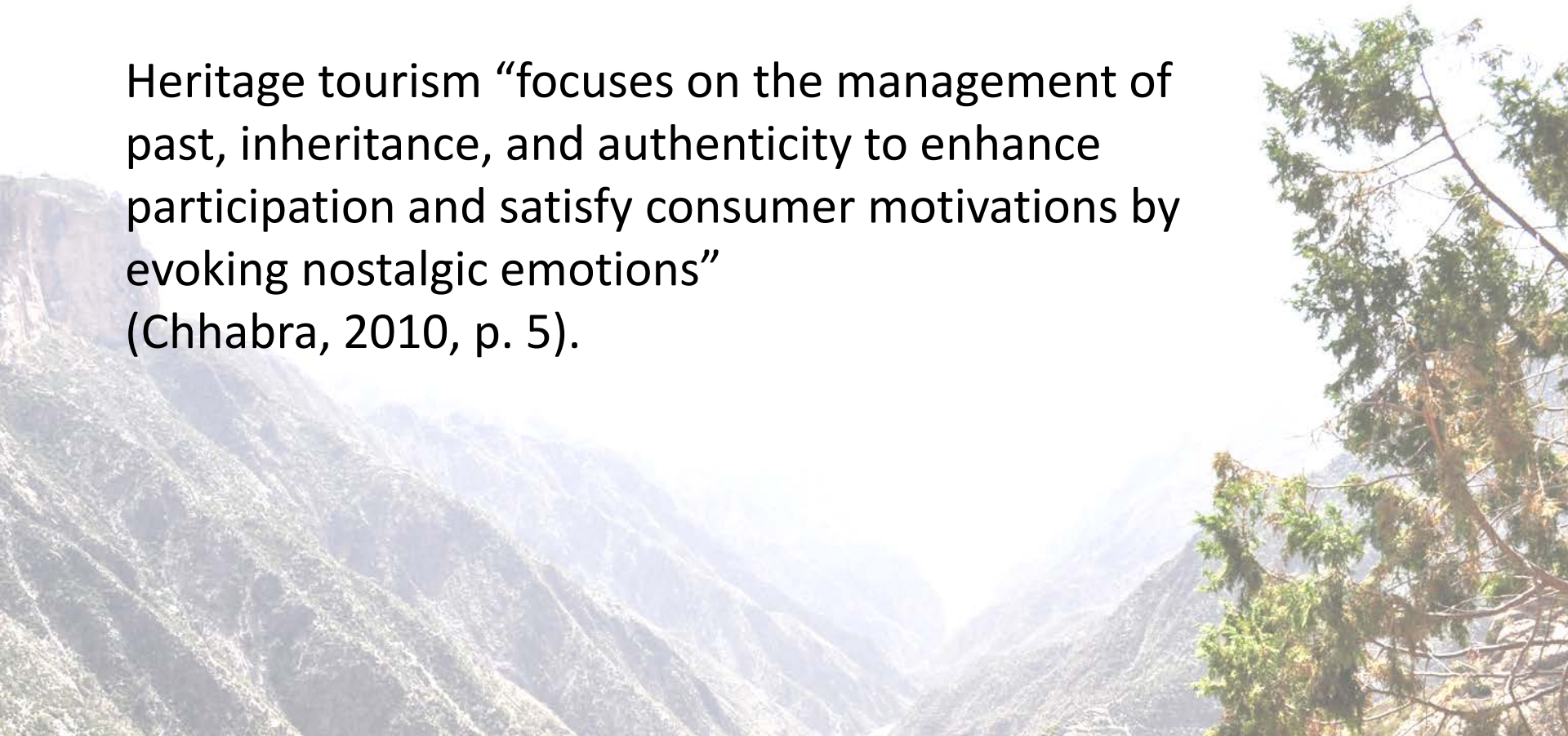
- What we have inherited, historic buildings, culture or natural phenomenon
- UNESCO categories
 - Natural (chosen for science, conservation or beauty)
 - Cultural (Monuments, buildings, works of nature and man)



Literature

Sustainable Heritage Tourism Planning

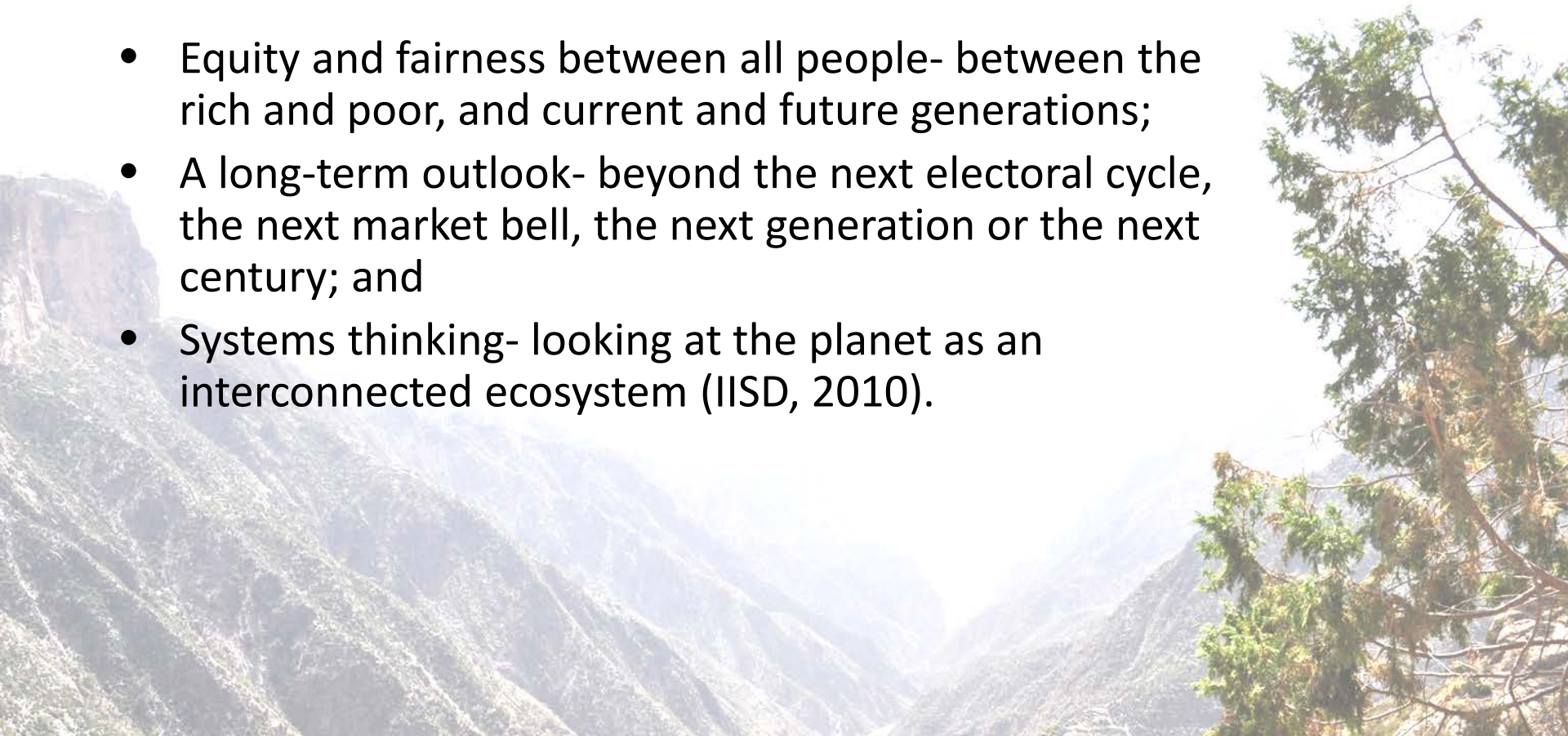
Heritage tourism “focuses on the management of past, inheritance, and authenticity to enhance participation and satisfy consumer motivations by evoking nostalgic emotions”
(Chhabra, 2010, p. 5).



Literature

Sustainable Heritage Tourism Planning

- Equity and fairness between all people- between the rich and poor, and current and future generations;
- A long-term outlook- beyond the next electoral cycle, the next market bell, the next generation or the next century; and
- Systems thinking- looking at the planet as an interconnected ecosystem (IISD, 2010).



Literature

Sustainable Heritage Tourism Planning

- financially self-sustaining operation
- protection and conservation of the heritage site
- benefits flowing to the local community



Literature

Sustainable Heritage Tourism Planning

- “A realistic assessment of the current situation, including an internal and external analysis
- Consultation
- The establishment of a mission or vision
- The identification and selection of the most feasible options
- Establishment of quantifiable and assessable goals and objectives
- The creation of action plans to achieve the goals and objectives (budgets, programs, projects, actions)
- Establishing an evaluation and feedback mechanism to monitor achievement of the plan’s objectives”

(McKercher & Du Cros, 2002, p. 195)

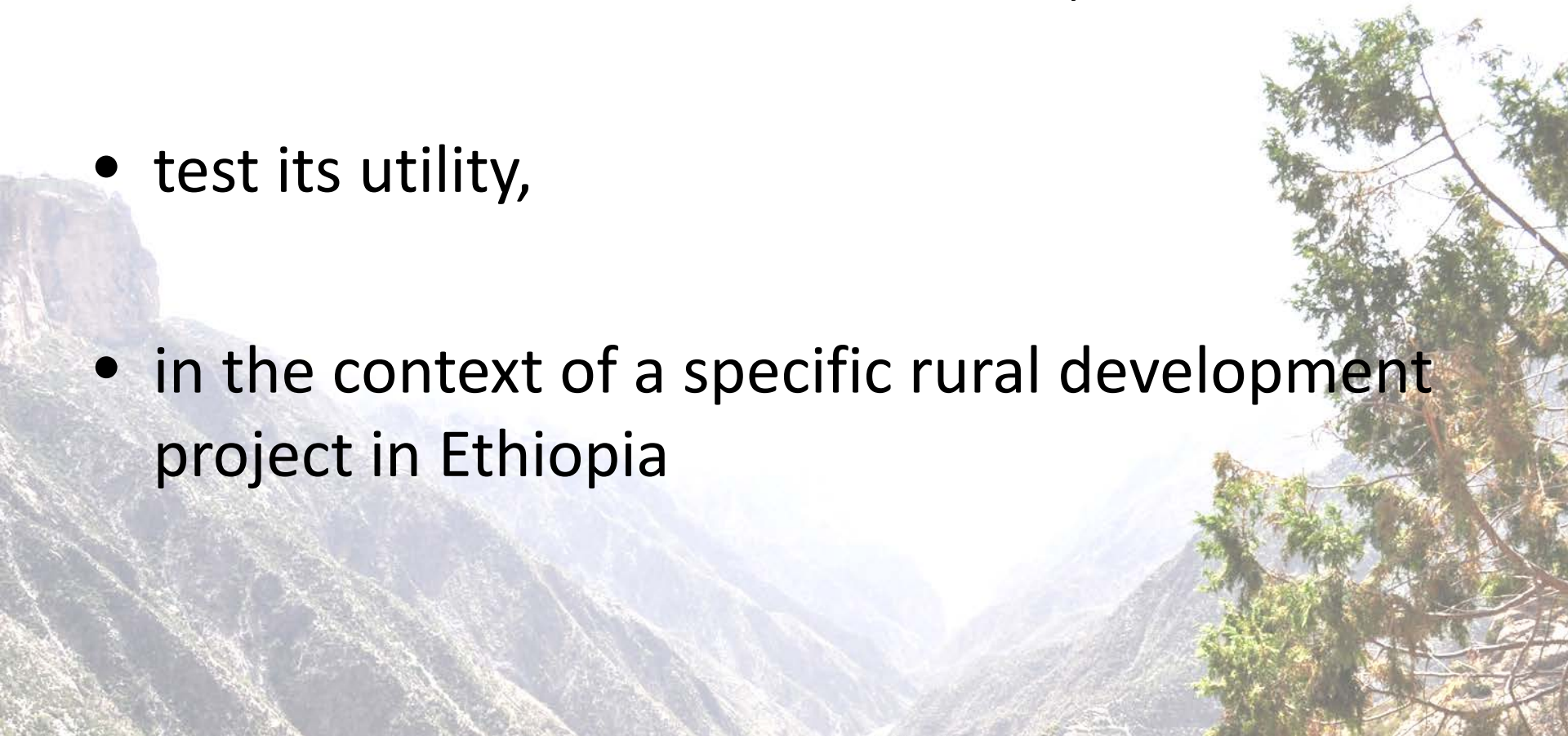
Literature

Sustainable Heritage Tourism Planning



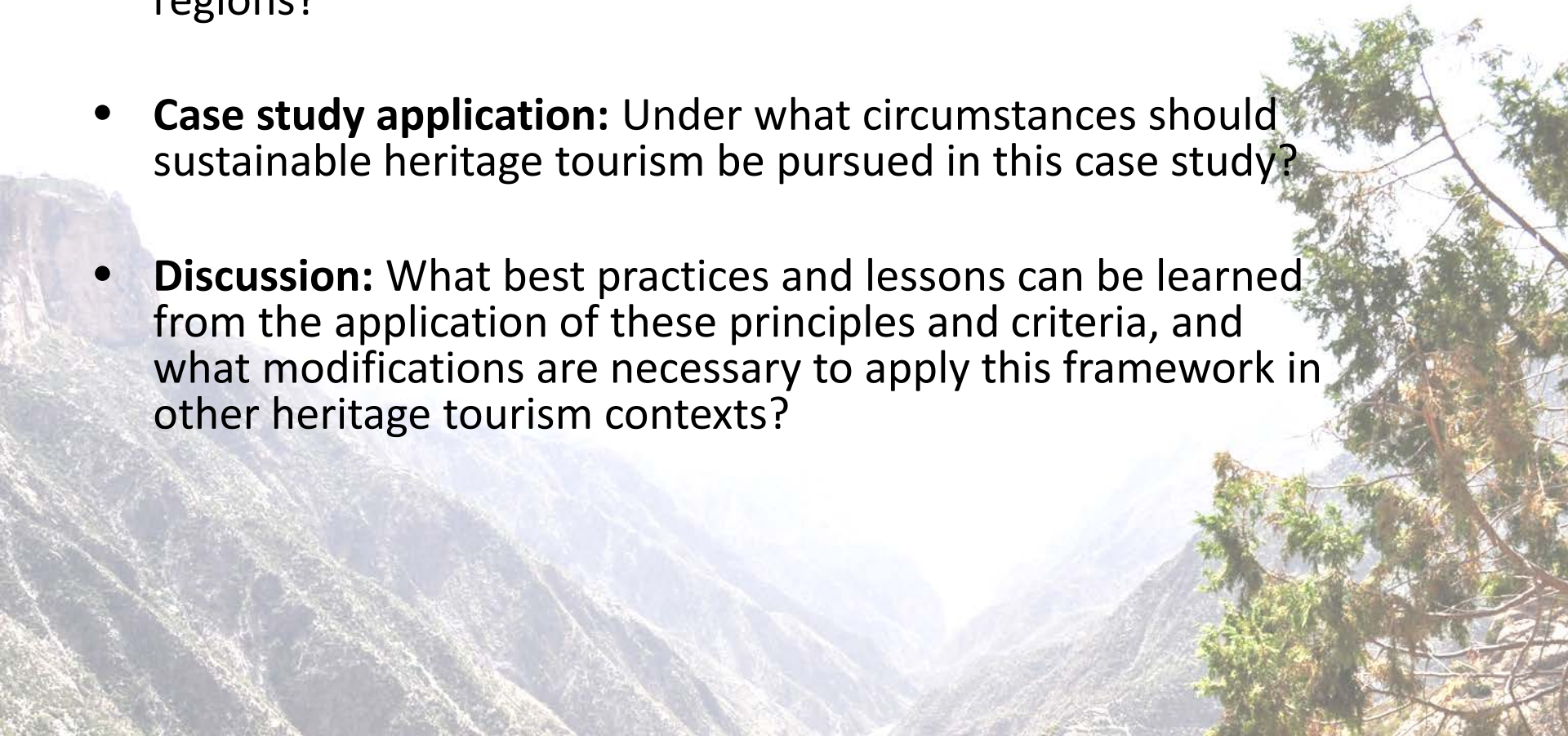
Research Objective

- To develop a sustainable heritage tourism situation assessment framework, and
- test its utility,
- in the context of a specific rural development project in Ethiopia



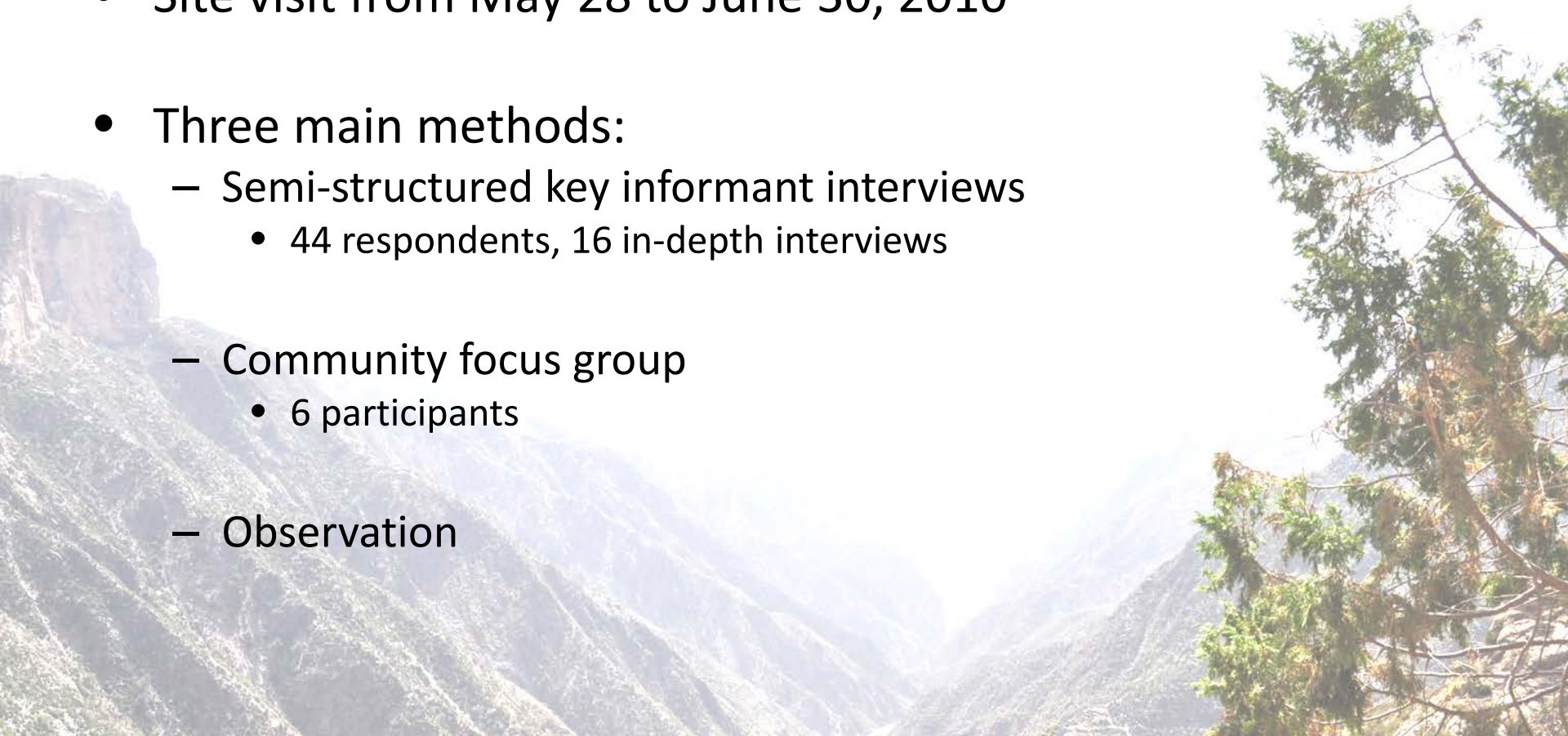
Research Questions

- **Literature Review:** What principles and criteria can effectively guide the assessment and planning of heritage sites for sustainable tourism purposes in rural and developing regions?
- **Case study application:** Under what circumstances should sustainable heritage tourism be pursued in this case study?
- **Discussion:** What best practices and lessons can be learned from the application of these principles and criteria, and what modifications are necessary to apply this framework in other heritage tourism contexts?



Methods

- Literature review and modification of planning framework
- Site visit from May 28 to June 30, 2010
- Three main methods:
 - Semi-structured key informant interviews
 - 44 respondents, 16 in-depth interviews
 - Community focus group
 - 6 participants
 - Observation



Research Framework

- Planning framework (Wurz and Van der Merwe, 2005)
 - Market Appeal
 - Site Vulnerability
 - Cultural Significance
 - > Community Readiness

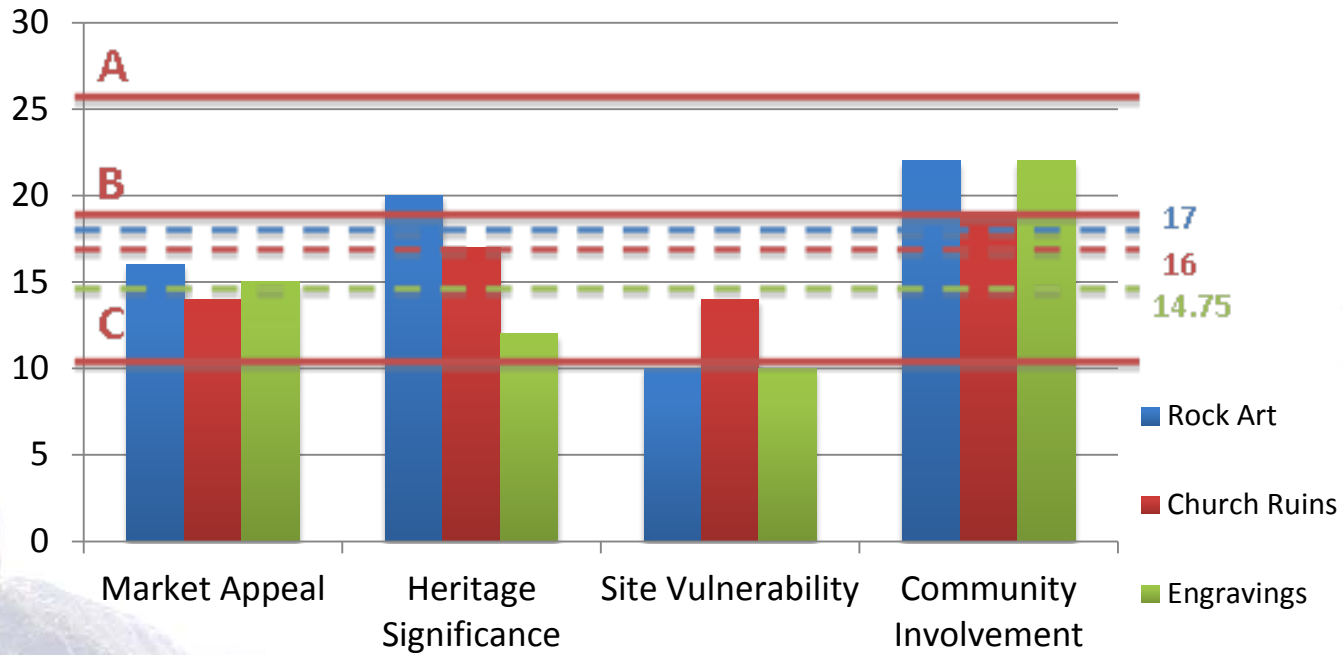
Criterion	Explanation	None (0)	Low (1)	Medium (2)	High (3)
Market appeal					
1. Scenic ambience & setting appeal	Natural splendour & environmental integrity associated with asset	Degraded environment lacking any relation to original setting	High degree of modification but not totally degraded	Some degradation detracting from ambience & setting	Outstanding quality retaining ambience of original setting
2. Prominence as national icon or symbol	Uniqueness & representivity of universal qualities (e.g. Stonehenge or Robben Island inspire poets, writers & archaeologists)	No uniqueness locally or nationally	Local prominence	Some national prominence	Universal uniqueness, true national symbol
3. Place evocativeness (ability to tell a good story)	History can be brought to life & made relevant for visitors by evoking significant feelings & happenings	None	Vague notions contributing to evocativeness	Associations with local folklore	Local & nationally well known folkloric & literary associations

Excerpt of interview results

Most respondents were wary of using rock art as a standalone attraction:

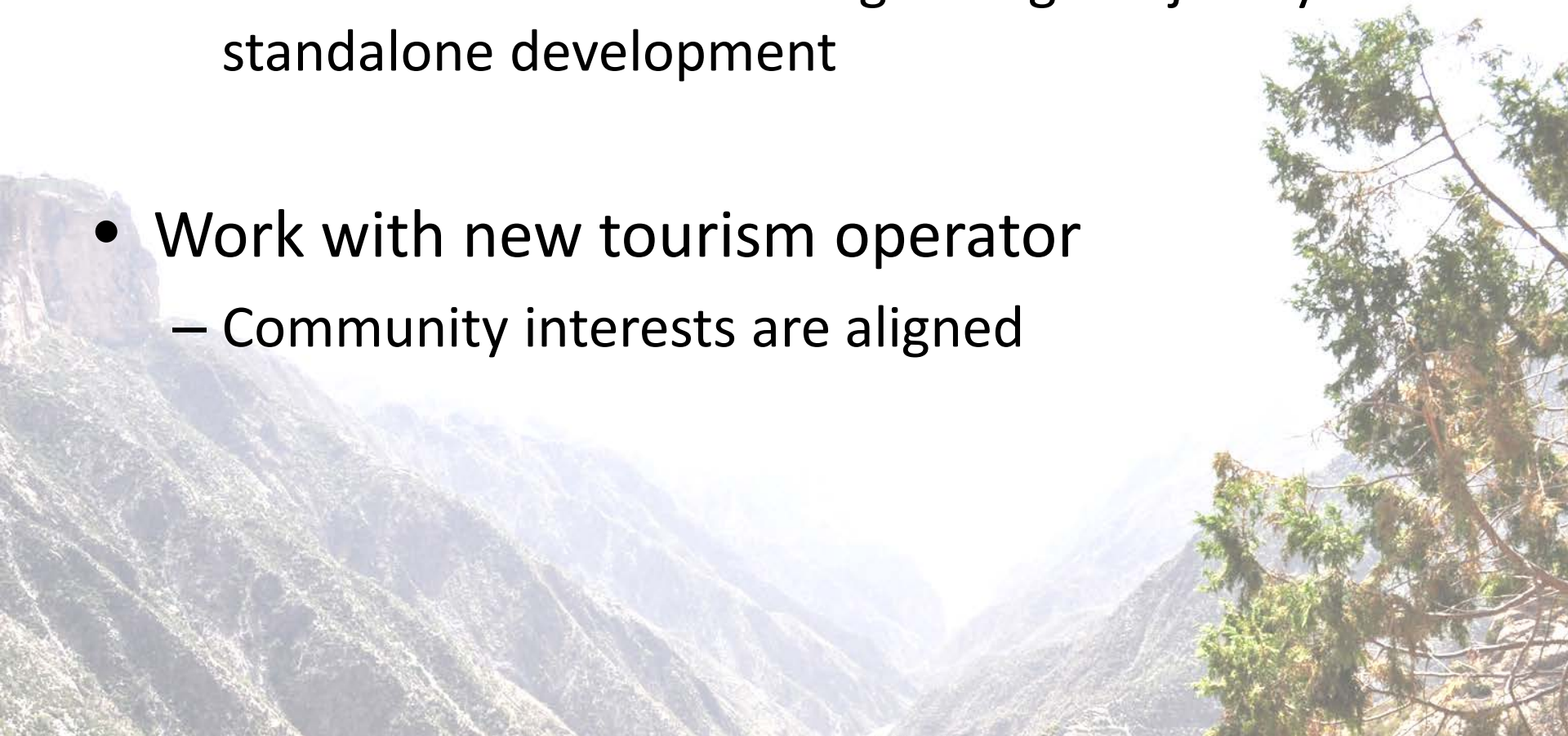
- “In Harar, there is a rock art site visited by tourists, but it is not the draw of the site. There is also Sedano and Dire Dawa.” (Key informant 15)
- “Nobody talks about rock art, but it’s very important archaeological evidence.” (Key informant 11)
- “I don’t know if rock art can attract tourists, the sites are not well known; but if they are developed to include a rest place where people can sit and enjoy the art, then maybe it can become popular.” (Key informant 1)
- Conversely, another tourism professional mentioned, “in my experience, tourists get ‘churched out’,” (Key informant 12)

Results



Conclusions

- Recommendations for the local community
 - Market demand not strong enough to justify standalone development
- Work with new tourism operator
 - Community interests are aligned



Conclusions

- Just because a site is archaeologically significant, does not mean it's significant for tourists
- Public archaeology
 - Training programs
 - School visits



Yekanyeley



Questions?

We need more students to continue the project, please ask me about how you can go to Ethiopia to participate this summer

Select references

Mitchell, J. & Coles, C (2009). Enhancing private sector and community engagement in tourism services in Ethiopia. *Overseas Development Institute*.

Scheyvens, R (1999). Ecotourism and the Empowerment of Local Communities. *Tourism Management* 20, 245–249.

UNWTO (2010). Tourism and the world economy. Available online: <http://unwto.org/facts/menu.html>

Wurz, S. & Van der Merwe, J.H. (2005). Gauging Site Sensitivity for Sustainable Archaeotourism in the Western Cape Province of South Africa. *The South African Archaeological Bulletin*, 60(181) 10-19.

