

Full Length Research Paper

Tourism Potential and Its Development Challenges in Jabi Tehnan Woreda, West Gojjam Zone, Ethiopia

Haymanot Belay Tafere and Solomon Lingerih Woreta

Haramaya University, Department of Tourism and Hotel Management, Harar, Ethiopia
University of Gondar, Department of Tourism Management, Gondar, Ethiopia

Accepted 5th December, 2023.

This study was entitled **Tourism Potential and Its Development Challenges in Jabi Tehnan Woreda**. The main objective of this study is to assess the Tourism Potential and Its Development Challenges in Jabi Tehnan Woreda, Amhara region. The first objective this study is to explore the potential of tourism development in Jabi Tehnana Woreda. The second objective is to identify the challenges faced by tourism development in the study area. A descriptive survey research design is employed with both qualitative and quantitative research approaches to describe the existing situations. The data was collected from primary and secondary data. The primary quantitative data was collected from 132 respondents and an interview was held with eight key informants. Frequency, percentage, and mean were employed to analyze the quantitative data with the help of a statistical package for social science (SPSS) version 26. The study reveals Jabi Tehnan Woreda has potential natural and cultural tourism resources, but the sector is undeveloped due to lack of awareness, budget allocation, promotion, infrastructure, accommodation, museums, and managerial professionals. A comprehensive approach is recommended, including improving infrastructure, creating awareness, promoting cultural heritage, implementing ecotourism initiatives, and practicing sustainable tourism.

Keywords: Tourism, Potential, Development, Challenges, Opportunities, and Jabi Thenan Woreda,

INTRODUCTION

Background of the Study

Tourism is one of the largest industries, equaling or even surpassing oil exports, food products, or automobiles (UNWTO, 2019). The travel and tourism industry has been a key driver of job creation and a vibrant source of job opportunities over the past decade (WTTC, 2021). However, the COVID-19 pandemic and the ongoing war between Russia and Ukraine has made the situation worse. This had a negative impact on the development of the tourism sector (OECD, 2022).

Tourism has a broad supply chain that includes transportation providers, cultural interpreters, accommodation, food and drink suppliers, agricultural producers, energy and water supplies, attractions, events, souvenirs, cultural heritage, arts and crafts,

micro-enterprises, and construction and maintenance workers. Because of this, tourism has the potential to reach and benefit large numbers of people (International Finance Corporation, 2017).

International tourist arrivals (overnight visitors) in the first seven months of 2021 were 40% below the 2020 level and still 80% below the level of the same period of the year before the 2019 pandemic (UNWTO, 2021). The Americas and Europe saw the best performance by the region compared to 2020, with arrivals up 17% and 19%, respectively, although they were still 62% and 63% below 2019 levels, respectively. In addition, according to the UNWTO report (2021), Africa recorded a 12% increase in 2021 compared to 2020 but still lagged behind 2019 levels by 74%.

The Travel & Tourism industry in Africa contributed \$182.4 billion to the region's GDP in 2019, but due to the pandemic, it fell to \$96.5 billion in 2020, a 47.1% decline. However, there was a 23.5% increase in 2021, with over \$119 billion contributed to GDP and 1.6 million jobs

*Corresponding Author's Email: haymanot11belay@gmail.com

recovered, representing an 8.2% increase to reach over 21 million (WTTC, 2022).

According to the World Bank (2013), Africa's tourism industry has significant growth potential. The continent has an abundance of resources, including wide-ranging beaches, plentiful animals, and various natural and cultural landmarks. There are significant development opportunities in safari, beach, business, and diaspora tourism, but the areas of the destination countries have not yet benefited from tourism. Furthermore, Africa has great potential to expand products that are in greater demand recently, such as nature/adventure tourism, heritage tourism, and travel for wellness, health, and retirement purposes.

To realize its tourism potential, Africa needs to address several current problems including its underdeveloped infrastructure, investors' access to finance, taxes on tourism investments, high crime, health-related insurance, visa requirements, bureaucracy, and lack of safety and security (World Bank, 2011). Fortunately, individual countries can provide successful examples of policies and actions that have solved these problems; most depend on the political will of governments for their resolution. Other critical limitations that depend on government and outside service provider actions for resolution include (WB, 2013).

Ethiopia has a variety of resources for tourism. Striking landscapes, tremendous biodiversity, locally produced artifacts and art, a unique culture, a diverse ethnic population, and outstanding man-made and natural heritage are just a few of Ethiopia's gifted potential tourism resources (Binayew, 2016).

According to the United Nations Development Program (2019), Ethiopia was plan to capitalize on its huge tourism potential to be among the top five travel destinations in Africa by 2020, but the country is not achieved its plan due to the outbreak of covid-19 (United Nation, 2020). The country already has thirteen UNESCO World Heritage Sites (nine tangible and four intangible), pristine landscapes, and a variety of unique animals including colorful birds, and has now set up two organizations (UNDP & MoCT) to realize the huge potential of its tourism industry (UNDP, 2019).

The Amhara region has a diverse range of tourist attractions within its borders and has well known for its natural tourism resources, which include lakes, mountains, lowlands, and forests as well as UNESCO-designated national parks such as Semien Mountain National Park (Amhara Region Culture and Tourism Bureau, 2011). In addition to some world heritage sites, the Amhara region has great-untapped tourism potential.

All these potentials are available in the region; however, not realized due to many challenges. Challenges include inadequate marketing strategies, a lack of human resources and capacity, weak institutional and regulatory frameworks, problems with industry quality and standards, a lack of adequate infrastructure for tourism

and support services, and fragmented and disorganized tourism planning and developing national and regional levels in Ethiopia (Endalcachew et al, 2018). West Gojjam Zone has tourist attractions for nature and culture. Jabi Tehnan Woreda is one of the woredas of the West Gojjam Zone and is surrounded by Dembecha to the southeast, Bure to the west, Sekela to the northwest, Kuarit to the north, and Dega Damot to the east. The woreda has different tourist attractions. Such as; Geray Man-Made Lake and Bridge, Guwansa medihanialem Monastery, Guagwat Waterfall, Gewucha Cave, Dingra Mariyam Church, Senago Natural Bridge, Zewdie.

Statement of the Problem

Ethiopia has a lot of potential for tourism development due to its beautiful landscape, pleasant climate, diverse culture, colorful history, and friendly people. This was why Ethiopia's plan to take advantage of its enormous tourism potential would be among the top five travel destinations in Africa by 2020 (UNDP, 2019). The development of tourism in Ethiopia is closely related to Tourism potential, which is the main factor that has helped pave the way for people to engage in tourism-like activities (Ayalew, 2009). In terms of tourism potential, the country can compete with other countries in the world, but from the perspective of using this potential for the benefit of the community and the country as a whole, it is not well-developed and benefiting (MoCT, 2015). Although huge potential tourism resources are available in different parts of Ethiopia, the country depends on a few tourist attractive destinations that are internationally recognized. According to Mulugeta (2012), there are two main reasons for the underdevelopment of the tourism industry in Ethiopia. The development of tourism infrastructure (hospitality and transport sector) is insufficient and huge potential tourism resources in several corners of Ethiopia remain unexplored. With this in mind, the government and private sector need to invest in the necessary infrastructure and marketing strategies to promote Ethiopia as a desirable travel destination and capitalize on the numerous opportunities that the tourism industry can provide for economic development and job creation (MoCT, 2015).

Different researchers have conducted research regarding tourism potential and its development challenges. For example, Alubel, W., Yirdaw A., and Girus T. (2019) conducted research on the potential and challenges of tourism development in Shonke Village, Ethiopia. Teshale (2020) conducted research on the tourism potential and development challenges of the Somali region. In addition, Mekuanent (2019) also conducted research on the tourism resources and their development challenges in Sekela Woreda in West Gojjam Zone. The other researcher Atsbha, (2015), conducted research on the potential resources of tourism development in the case of Dejen Woreda. He focused on only resource

identification. However, no research is conducted on the selected study area regarding the issues under this study. The reason why the researcher chose the study is that there hasn't been any previous study conducted on Jabi Tehnan Woreda in relation to this topic. In addition, with the untapped tourism potential of the area, it is not well explored or used to support the local economy besides agriculture, serving as a chance to create job opportunities and tourism businesses for the youth as the increasing population demands extra Livelihood options. By conducting this study, the researcher hopes to bring attention to the untapped potential of tourism in the area and give direction on the various opportunities that could be developed to enhance the tourism industry.

Therefore, this research was conducted to Assess Tourism Potential and Its Development Challenges: in the Case of Jabi Tehnan Woreda, West Gojjam Zone, Amhara region.

Objectives of the Study

This research was conducted to assess Tourism Potential and Its Development Challenges in the case of Jabi Tehnan Woreda, West Gojjam Zone, Amhara region.

Research Questions

1. What are the Jabi Tehnana Woreda of tourism resources (natural and cultural)?

2. What are the challenges hindering the development of the tourism potential of Jabi Tehnana Woreda?

RESEARCH METHODOLOGY

Description of Study Area

The Jabi-Tehnan Woreda is located in the West Gojjam Zone of the Amhara Regional State of Ethiopia. This woreda surrounds the city of Finote Selam, the capital of the West Gojjam zone of the Amhara region, 285 km far from Addis Ababa and 170 km far from Bahir Dar. This woreda has coordinates of 37°8'0"E to 37°32'00"E longitude and 10°24'00" to 10°58'0"N latitude with an altitude of 1400 to 2300 meters above sea level. Most of the area is at higher elevations closer to 2,300, making the area dominated by mid-elevations, and according to traditional agroecological classification, 88% of this is classified under Woyina Dega, and the remaining 12% is grouped as kolla. The Woreda covers 1,170 km² and the topography is classified as 65% highland, 15% mountainous, 15% hilly, and 5% valley (Getahun, 2015). Average annual rainfall is 1,250mm and is bimodal in distribution, with the rainy season lasting from March to April and the second four months from mid-May to mid-September. Minimum and maximum temperatures are 14 0c and 32 0c respectively (Getahun, 2015).

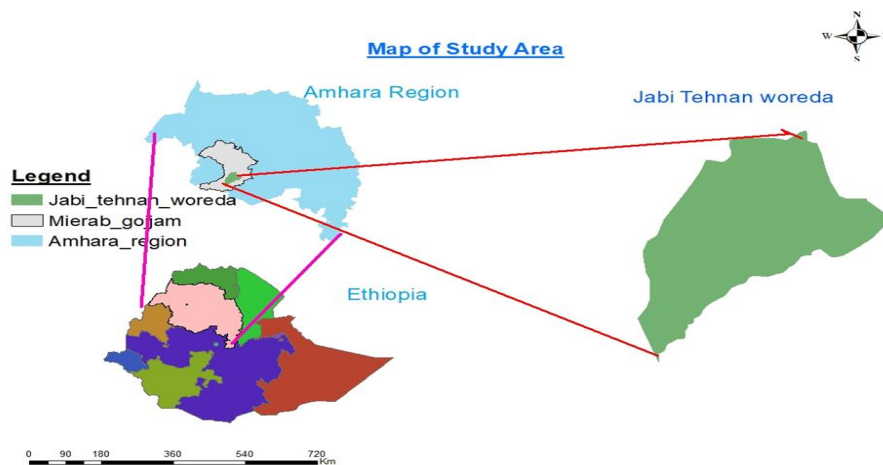


Figure 1 Map of the study area

Source: The researcher's creation using Arc GIS (2023)

Research Design

Based on the objective of the study, the researcher employed a descriptive research design. From a Time dimension perspective, a cross-sectional study design motivates the researcher employed for this study to collect data in a single time. The Main purpose of the researcher using descriptive types of research design is a description of the state of affairs as it exists at present (Creswell, 2002). In addition, descriptive research gives to obtain data on the current status of

phenomena and to describe what would have existed (Kothari, 2004).

Research Approach

This study used both qualitative and quantitative methods to gather and analyze data about the study area. The researcher employed an explanatory sequential mixed research design. The explanatory sequential design begins with quantitative data collection and analysis and then follows qualitative data

collection and analysis leading to interpretation(Creswell & Plano, 2011). This makes it possible to determine which quantitative results require further explanation. This mixed-method approach aims to capitalize on the strengths of both qualitative and quantitative research while minimizing their weaknesses (Creswell & Plano , 2017).

Source of Data

Data were collected from both primary and secondary sources. Primary data was collected through questionnaires, personal field observations, and interviews, while secondary data is collected through document analysis (such as reviews of journals, official recordings, government publications, reports, unpublished books, and internet searches).

Data Collection Instruments

The researcher applied a questionnaire survey, key informants interview, personally filed observation, and document analysis (e.g., through review of journals, official recodes, government publications, reports, unpublished books, and Internet search).

Target Population

The target populations were focused on the following bodies: West Gojjam Zone Culture and Tourism Bureau, Jabi Thenan Woreda Culture and Tourism Bureau, Agriculture, and Natural Resources experts, communication office, Local community leaders in the selected Kebele, Bete Kihinet office, the main target population of this study.

Research Sampling Technique

The researcher used both probability and non-probability sampling techniques. For probability sampling, the researcher used stratified and simple random sampling.

Purposive sampling techniques from the non-probability sampling technique were used.

Sample Size

As the research objective is to assess the potential and its development challenges of tourism development, purposive sampling is used to select 11 kebeles from 38 kebeles in the woreda that have caves, historical churches, monasteries, and other potential. In addition, wildlife, beautiful landscapes, and endemic animals are concentrated in the selected kebeles. Purposive sampling was used to help research respondents decide to obtain reliable data. Therefore, the total number of respondents in the questionnaire consisted of West Gojjam Zone Culture and Tourism Bureau (30), Jabi Thenan Woreda Culture and Tourism Bureau (22), Agriculture and Natural Resources experts (98), communication office (26), Local community leaders in of the selected Kebele (22), Bete Kihinet office (10). The stratified sample is used to calculate the sample size of questionnaire respondents. Thereafter, from the total population of the target groups, the sample size for the questionnaire distribution was calculated using the sample sizing formula of Yamane, 1967 (cited in Israel, 1992).

$$n = \frac{N}{1 + Ne^2}$$

Where: n: The sample size

N: The population size

e: The level of precision or sampling error (0.05)

$$n = \frac{N}{1 + N \cdot e^2} = \frac{210}{1 + 210(0.05)^2} = \frac{210}{1.525} = 137.7049 \approx 138$$

To select the representatives from the total population, the researcher used a stratified sample. Therefore, the sample size of this study was taken into account with 138 respondents from these target groups. In order to properly distribute the sample, it is important to have an appropriate formula for determining the sample size. In the proportionally stratified sampling technique, the population is divided into multiple subpopulations (the different subpopulations are called strata, and then items from each stratum are selected to form a sample).

Therefore, the following table portrays the size of the population selected from each group by using the Kothari (2004) sampling formula.

$$n1 = \left(\frac{N1}{N}\right)n$$

Where, n1 - is strata 1
 N1- is the total population in the stratum's
 n - the total sample size of the population
 N - is target population

No	Target Population	Total population	Sample size
1	West gojjam Zone Culture and Tourism Office	30	20
2	Jabi thenan woreda Culture and Tourism Office	22	14
3	Agricultural and natural resource experts	98	66
4	Woreda communication office	26	17
5	Local community leaders in the selected kebele	22	14
6	Bete Kihinet Office	12	7
	Total	210	138

Table 1 based on the Kothari sample size proportionates to each group.

In addition, eight (8) Key informants were selected purposefully and interviewed including both the west

Gojjam zone and Jabi Tehnan Woreda culture and tourism experts and Bete Kihinet Office.

Methods of Data Analysis

The study was systematically verified, described, analyzed, and interpreted using both qualitative and quantitative approaches. First, quantitative data were collected, coded, and entered into SPSS, and analysis was performed using the Statistical Package for the Social Sciences (SPSS) version 26. The analysis was performed using descriptive statistics. Descriptive statistics, specifically percent, frequency, and mean, were used to analyze the data, and tables and text were used to present and describe respondents' socio-demographic characteristics. The researcher used thematic analysis to analyze the qualitative data. Qualitative data were categorized into themes in accordance with the research objectives to triangulate quantitative data. The researcher took extensive notes in Amharic during the interviews and translated them into English without changing their original meaning. The transcripts were coded to identify regular themes and patterns of tourism potential, challenges, and opportunities for tourism development.

Qualitative data were then integrated with quantitative data based on the similarity of topics, simultaneously based on topics in research objective sections according to research questions, to triangulate quantitative data and supported by images.

Validity and Reliability of Data

Validity measures research's accuracy and depiction of phenomena, while reliability ensures consistency, stability, and reproducibility of findings (Creswell, J.W., 2012).

The study conducted validity and reliability tests before data collection, as Kothari (2004) emphasizes the importance of validity in an instrument. The researcher's advisor examined the research questions' framing and implications for data to ensure validity. This ensures that the instrument accurately measures the construct under investigation.

The overall reliability on every question item was tested by using Cronbach's alpha as follows:

Table 2 Cronbach's alpha coefficient of the research items

Items	Cronbach's Alpha value	No of items	Degree of Reliability
Natural tourism Potential	.809	5	Reliable
Cultural Tourism potentials	.837	5	Reliable
Infrastructure as a Challenge	.816	5	Reliable
Accessibility as a Challenge	.744	5	Reliable
Awareness as a Challenge	.778	5	Reliable
Opportunities	.724	5	Reliable

Source: Survey (2023)

RESULTS AND DISCUSSION

As indicated in the Objective section, the data collected was discussed by categorizing it into different parts. Are the respondent's profile, tourism development potential in Jabi tehnan Woreda, and tourism development challenges in Jabi tehnan Woreda. In this chapter, an attempt has been made to offer detailed presentations and discussions of the data collected through questionnaires, interviews, observations, and document analysis. Data collected from these sources were analyzed by frequency, percentage, and mean. The results of the descriptive statistics are also presented in the table, analyzed by word, frequency, percentage, and mean.

Demographic Characteristics of the Respondents

The West Gojjam Zone Culture and Tourism Office, Jabi Thenan Woreda Culture and Tourism Office, Agriculture, and Natural Resources experts, communication office, local community leaders of the selected Kebele, and the Office of Bete Kihinet were involved in the assessment of the tourism potential and its development challenges and opportunities. Out of 138 responses, 6

were discarded due to negligent response. Therefore, the analysis was conducted based on 132 respondents and triangulated through the key informants interviewed and a document review which is documented by the Jabi Tehnen Woreda Culture and Tourism Bureau.

The study reveals that 67.4% of respondents are male, with 32.6% being female. This indicates that females are less involved in the tourism sector. The majority of respondents (42.4%) are aged between 26-35, indicating a mature age demographic. The remaining 32.6% are aged 36-45. The majority of respondents are aged 18-25, with 8.3% above 46 years old. The majority of respondents have a diploma or higher education, with 42.2% holding a degree or above. The remaining percentages are in grades 9-12. This indicates that the majority of respondents understand tourism and can easily understand the topic. The participants worked in the industry and found all fields of study.

Tourism Potentials of Jabi Tehnan Woreda Natural Tourism Resources of Jabi Tehnan Woreda

Natural resources have a large share in the tourism industry and serve as a potential for tourism development. The natural resources of tourism represent

Table 3 Demographic characteristics of questionnaire participants

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	89	67.4	67.4	67.4
	Female	43	32.6	32.6	100.0
	Total	132	100.0	100.0	

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	22	16.7	16.7	16.7
	26-35	56	42.4	42.4	59.1
	36-45	43	32.6	32.6	91.7
	above 46	11	8.3	8.3	100.0
	Total	132	100.0	100.0	

Education level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9-12 grades	16	12.1	12.1	12.1
	Diploma	61	46.2	46.2	58.3
	Degree and above	55	41.7	41.7	100.0
	Total	132	100.0	100.0	

Source:Survey, 2023

Table 4 Natural tourism Potential in Jabi Tehnan Woreda

No	Items	Level of agreements	Frequency	Percent	Mean
1.	Availability of Caves, mountains, and rock formations	Strongly Agree	70	53	4.23
		Agree	42	31.8	
		Neutral	7	5.3	
		Disagree	7	5.3	
		Strongly Disagree	6	4.3	
		Total	132	100	
2.	Availability of wild animal species	Strongly Agree	57	4.2	4.05
		Agree	49	37.1	
		Neutral	10	7.6	
		Disagree	8	6.1	
		Strongly Disagree	8	6.1	
		Total	132	100	
3.	Availability of Plant species	Strongly Agree	55	41.7	4.04
		Agree	50	37.9	
		Neutral	10	7.6	
		Disagree	11	8.3	
		Strongly Disagree	6	4.5	
		Total	132	100	
4.	Has attractive nature	Strongly Agree	60	45.5	4.15
		Agree	50	37.9	
		Neutral	10	7.6	
		Disagree	6	4.5	
		Strongly Disagree	6	4.5	
		Total	132	100	
5.	Has natural cave	Strongly Agree	58	43.9	4.07
		Agree	48	36.4	
		Neutral	10	7.6	
		Disagree	10	7.6	
		Strongly Disagree	6	4.5	
		Total	132	100%	

Source: Survey, 2023

a very broad category and their diversity must be taken into account. They can be classified according to the predominant and most useful (to tourists) landscape elements. In this case, geomorphological (landforms),

geological (minerals, rocks, and fossils), hydrological (rivers, lakes, and seas), and biological (animal and plant) resources should be distinguished(Dmitry, 2021). According to the Jabi Tehnan Woreda Culture and

Tourism Office's unpublished document (2023), there are numerous natural tourism potentials in the study area, including Geray River, Birr River, lah river, Guaguat Waterfall, Gewucha Cave, Senago Natural Bridge, Tikur wuha (Blackwater) and healing waters (spas) found in the study area. Similarly, the key informant also mentioned that there are attractive landscapes, forests with many endemic plants, and animals like lions. There are also historical caves such as Zewdie Cave available in Jabi tehnan Woreda.

In addition, the information obtained from interviews and field observation results revealed that Jabi Tehnan Woreda has a diverse range of geographical features, (caves, rivers, waterfalls, and mountains). Having such tourism potential in jabi tehnan woreda makes it more attractive and it has a great opportunity for tourism development.

The study found that 84.1% of respondents agreed that the woreda has various geographical features, such as caves, mountains, and rock formations, which are attractive for tourism development. The majority of respondents (80.3%) strongly agreed or agreed with these statements, while 12.2% disagreed or strongly disagreed with different wildlife species. The study areas in Jabi tehnan Woreda are home to various species such as baboons, lions, tigers, and spotted hyenas. The vegetation in the woreda is diverse, with 79.6% of respondents strongly agreeing or agreeing. However, 9% disagreed or strongly disagreed with these statements, while 6.8% were neutral. These findings highlight the potential for tourism development in the woreda.

In addition, **Table 6** shows that the majority of 106 (80.3%) of the respondents strongly agreed or agreed that Jabi Tehnan Woreda has a natural cave. The finding was supported by interviews with key informants, and the researcher confirmed that there are caves such as Gewucha Cave and Zewdie Cave in the study area.

In addition to the respondents of the questionnaire, the interview result shows that tourism experts assured the availability of natural tourism potentials that can be found in Jabi Tehnan Woreda.

One of the key informants who is a West Gojjam Zone culture and tourism office stated that:

In Jabi tehnan Woreda, there are attractive landscapes and forests with many endemic and evergreen plants and animals found. There are also a waterfall and natural caves such as Gewucha cave, and waterfalls, where Gugat waterfall and other tourist resources are found (KI-4, April, 04/2023), but the attractions have no little attention offered in developing the resources.

The researcher believed that Jabi tehnan Woreda has many natural tourism potentials to attract tourists from different areas. Therefore, if they are well identified and promoted, it will be one of the major tourist destinations in the West Gojjam zone.

Therefore, the potential natural tourism resources of Jabi tehnan Woreda observed and experienced by the researcher and described and explained by the informants are listed below.

Senago Meshagria (Senago Natural Bridge)

Senago meshagria is found in jabi tehnan woreda which is considered one of the natural tourism potentials for tourism development. Senago means narrow in the Geez language and the name is translated in different ways in legend.

One key informant who is jabi tehnan woreda culture and tourism office expert stated:

According to local legend, a name named Sanago secretly crossed the Birr River on a horse, and one day when the monks in the area were crossing it, the monks of that time miraculously saw that the horse's leg was left behind and the man filled the leg Craking Rock after crossing his horse (KI1, April 03, 2023).

Other key formants who is culture and tourism office expert added that:

The other local legend says that when people wanted to cross the Birr River, they went to Abasam Mariyam and other Kebles, but due to the absence of bridges on the Birr River, people prayed to St. Marry. After praying, St. Marry moved left and right rocks and made a bridge that serves as a river crossing for the people (KI 2, April, 03, 2023).

This rock connected the left and the right-side rock



Figure 2 Senago Natural Bridge

Source: Jabi tehnan Woreda Culture and Tourism Office, 2022

Geray lake

According to Cooper (2006), lakes are significant landscape features and it is open water, ponds, dams, or reservoirs on the earth's surface that represent a valuable resource used for a variety of human activities.

Geray Lake is found in jabi tehnan woreda which is far from 4km from finot selam city. As a tourism potential gray lake is considered one tourist attraction in the woreda.

As one of the key informants who is jabi tehnan woreda culture and tourism office stated:

Geray Lake is a beautiful lake located near the town of Finot Selam. Lakes offer us excellent opportunities for recreation and pleasure. Also, the lake is close to the city

as many people use it for weddings and other public celebrity places (KI 3, April 04, 2023).

The other key informants who are west gojjam zone culture and tourism office experts added that:

Although the lake is a good tourism asset due to the biodiversity it holds, at present the lake is facing many problems, among them being filled with silt, as a result of which the depth has decreased, the number of rare plants and birds has decreased, and the lake is in danger of being surrounded by various weeds (KI 6, April 05, 2023).

Similarly, during field observation, the researcher observed and confirmed that the lake is covered by some weed plants and there is nothing around it to prevent flood sediments from entering the lake.



Figure 3. Geray lake

Source: Jabi tehnan Woreda Culture and Tourism Office, 2022

We can observe different weeds on the lake

Guwagwat (Lah) Waterfall

According to Hudson (1998), waterfalls are treated as gifts from nature that can be used to meet human needs and exploited for profit. Waterfalls can be a major draw for tourists in many parts of the world. They offer a unique and beautiful natural feature that people often wish to visit and experience.

Guwagwat Waterfall is one of the natural waterfalls in the West Gojjam Zone in Jabi Tehnan Woreda. It is located in the town of Finote Selam, on the south side of the main road to Addis Ababa, below the road bridge. The waterfall falls from a cliff into the deep rocky surface, releasing water and a rainbow.

As one of the key informants who is jabi tehnan woreda culture and tourism office stated:

Guwagwat Waterfall is a very striking beautiful waterfall. Formed from the Lah River, this waterfall is one of the most amazing and beautiful natural attractions. A

waterfall is thrown down from a steep place and has the beauty that catches the attention of the audience. So if the waterfall is properly maintained, it can be a tourist attraction for the Jabi Tehnan Woreda and the zone. (KI-3, April, 04, 2023).

Other key informants who are west gojjam zone culture and tourism office experts added that:

This waterfall can provide economic benefits to local communities by creating jobs in the tourism industry and generating revenue through tourism-related activities such as accommodations, restaurants, and souvenir shops. However, it is important to ensure that tourism does not have a negative impact on the lake (KI 5, April 05, 2023).

Overall, the researcher observed that Guwagwat waterfalls have the potential to be a valuable tourist asset for Jabi Tehnan Woreda and if managed properly, they can provide economic benefits while preserving the natural beauty of these unique and special places.



Figure 4Guwaguat waterfall

Source: Jabi tehnan woreda culture and tourism office,2022

Lemaw Forest

Lemaw forest is one of the natural tourism potentials of jabi tehnan woreda. It is located in the southwest corner of Finot Salam city, not far from the city, which is found in Abatar kebele.

As one of the key informants who is jabi tehnan woreda culture and tourism office experts stated:

Lemaw forest was previously densely forested and a scary place where wild animals like lions, tigers, pigs, hyenas, and deer were found. It is a large area that has preserved the balance of nature by embracing indigenous plants such as Bidiesa and kiretita plants available in the forest. Due to deforestation and forest fires, animals and certain indigenous plants are minimized and disappear (KI 2, April,03,2023).



Figure 5Lemaw forest

Source:Jabi tehnan woreda culture and tourism office,2022

Cultural Tourism Resources of Jabi Tehnan Woreda

Table 5 Cultural tourism Potential in Jabi Tehnan Woreda

No	Items	Level of agreements	Frequency	Percent	Mean
1.	Historic Churches and monasteries	Strongly Agree	63	47.7	4.12
		Agree	44	33.3	
		Neutral	10	7.6	
		Disagree	9	6.8	
		Strongly Disagree	6	4.5	
		Total	132	100	
2.	Unique wedding ceremony	Strongly Agree	62	47	4.09
		Agree	44	33.3	
		Neutral	11	8.3	
		Disagree	7	5.3	
		Strongly Disagree	8	6.1	
		Total	132	100	
3.	Unique sorrow ceremony	Strongly Agree	65	49.2	4.13
		Agree	44	33.3	
		Neutral	7	5.3	
		Disagree	8	6.1	
		Strongly Disagree	8	6.1	
		Total	132	100	
4.	The woreda has a pilgrimage site	Strongly Agree	54	40.9	3.97
		Agree	49	37.1	
		Neutral	11	8.3	
		Disagree	8	6.1	
		Strongly Disagree	10	7.6	
		Total	132	100	
5.	Holiday Celebration	Strongly Agree	54	40.9	3.99
		Agree	48	36.4	
		Neutral	11	8.3	
		Disagree	13	9.8	
		Strongly Disagree	6	4.5	
		Total	132	100	

Source: Survey, 2023

The study reveals that Jabi Tehnan Woreda, a region in Iran, is home to ancient and historic churches and

monasteries, which are considered potential for tourism development. The majority of respondents (81.3%)

strongly agreed that Woreda has a unique wedding ceremony, while 11.4% disagreed. The remaining 8.3% were neutral. The majority of respondents (78%) agreed that the woreda has a pilgrimage site, while 13.7% disagreed. The majority of respondents (77.3%) agreed that Jabi Tehnan Woreda has the best holiday celebration. However, 14.3% disagreed or strongly disagreed, and 3.8% were neutral. The findings are supported by interviews with key informants and document analysis. The study highlights the importance of these ancient and historic sites in the region for tourism development.

In addition to the respondents of the questionnaire, the interview result shows that tourism experts, as well as church and monastery administrators, assured the availability of cultural tourism potentials that can be found in Jabi Tehnan Woreda.

Zewdie Cave

According to Emeka et al. (2017), caves are natural and/or cultural resources valued by tourists for their inherent natural or cultural features. This form of tourism attraction is being

developed around the world mainly as a tool to develop local and regional communities for income generation.

Zewdie Cave is one of the potential cultural tourism resources of jabi tehnan woreda which is dingra mountain the cave is located 24 km away from the capital city of jabi tehnan woreda,Finote Selam City in Dingra Kebele.

As one of the key informants who is jabi tehnan woreda culture and tourism office experts stated:

In this cave, during the time of Zemen Mesafint when the landowner of Damot, Aba Hamer Zewde, was fighting with Ras Hailu, Zewdie and his army to pack their luggage and entered this cave, fleeing from their enemy, they used also used this cave as a shelter and hid their weapons and materials. For this reason, the name of the cave was coined by the name Zewdie (KI 3, April 04, 2023).

Other key informants who are west gojjam zone culture and tourism office experts added that:

Although most of the cave is natural, various man-made firing pits, trenches, and various fortifications used for combat make the interior of the cave more complex to understand, and also there are human and animal artifacts in the cave (KI 6, April 05, 2023).



Figure 6Zwdie Cave
Source: Jabi tehnan woreda culture and tourism office, 2022

Gewocha Cave

Gewocha Cave is one of the potential cultural tourism resources of Jabi Tehnan Woreda, which is located in Shembekuma Kebele, 8 kilometers east of Finote Selam city at the exit of Addis Ababa.

As one of the key informants who is jabi tehnan woreda culture and tourism office experts stated:

There are more than 200 caves in Gewecha Cave, including closed and non-closed ones. Some of the entrance doors to

the Gewacha Cave are broken. The reason caves were destroyed by the war between Mahdist(Sudan Soldier) with Emperor Yohannes, the enemy destroyed them during the time of Emperor Yohannes (KI 2, April 03, 2023).

Other key informants who are West gojjam zone culture and tourism office experts added this:

Gewocha Cave was used by local peoples to hide from the enemy in ancient times, and the materials used by them are still found in the cave. when we enter the cave, there is a smell of incense (KI 5, April, 05, 2023).



Figure 7Gewocha Cave
Source:Jabi tehnan woreda culture and tourism office, 2022

Georgie Bridge

Georgie Bridge is one of the cultural tourism potentials in jabi tehnan woreda which is located 14 km away from the

capital city of jabi tehnan woreda called Finote Selam. The Georgie Bridge was built in the Birr River.

As one of the key informants who is jabi tehnan woreda culture and tourism office experts stated:

The bridge's name was coined by a man named George, who was Greek by birth and Ethiopian by nationality. He built the bridge in the 1890s. The reason why the person built the bridge was that during the summer season, the water level of the Birr River rises and in that case, the locals have difficulty crossing the river (KI 3, April, 03, 2023).

He added that:

The bridge is made of stone-like materials that appear to have been machine-carved without a solid pillar. The bridge can span a length of 50 meters and the structure is built to be drainage so that it does not hinder people when the water level rises in the summer months and the water can easily seep through (KI 3, April, 03, 2023).

Other key informants who are Jabi tehnan woreda culture and tourism office experts added that:

The George Bridge faces various natural and man-made problems. In 1932, the Italian invasion force saw the art

of the bridge and was very surprised. In this way, for their bridge art, they demolished the northern part of the bridge for their study and research. Besides, the growth of various plants on the bridge, the change of day and night, sun and snow, and the natural rain and flowing water of the river are some of the natural problems. When the surrounding society cut down the supporting dry wood, the animals and children using the fields and water around the bridge are various man-made damage (KI 3, April 04, 2023).

Similarly, the researcher observed the bridge during field observation, the art of building the bridge is very different and amazing in itself, and the most amazing thing is the material the bridge is made of. The fact that the bridge type has a different design and is placed on the rock makes it different. The growth of the plant on the bridge, this will damage it.



Figure 8 Georgie Bridge

Source: Jabi tehnan woreda culture and tourism office, 2022

See the plant on the bridge this will damage the bridge.

Geray Man-Made Dam and Lake

According to Cooper (2011), Man-Made lakes are an essential element of some of the world's most popular tourism destinations. Man-Made lakes can certainly be viewed as potential tourist attractions as they often provide opportunities for a variety of recreational activities. Many Man-Made lakes are created specifically for recreational purposes such as boating, fishing, swimming, and other water sports. You may also have facilities for hiking, camping, and picnicking nearby. Geray Lake is one of the cultural tourism potentials in Jabi tehnan woreda which is located 3km away from Finote Selam city.

As one of the key informants who is Jabi tehnan woreda culture and tourism office experts stated:

Geray Lake was created in 1972 for irrigation purposes. The water of the lake is obtained from the Geray River, but although the river water has not been confirmed by

research, it is said to come from Gudera Lake in Sekala District and enters the black rocky Gewecha Stone and the water hits the ground, when it reaches Geray (KI 1, 03, April 2013).

Other key informants who are West Gojjam zone culture and tourism office experts added this:

The lake was formed by damming the Gray River and the channel through which the dam flows is on the southwest side of the lake. The area of the lake is about 6 hectares, and its depth is about 12 meters. The water of the lake can erupt from the bottom paved with black stones, and the water of the lake does not mix with any other river in either winter or summer, so the water does not flow, key informants said (KI 5, April, 05, 2023).

He added that:

The local communities use it for fishing as there are different species of fish in the lake. Also, the place where the lake is located is very beautiful and suitable for picnics and rest, especially the sounds of the birds and

animals around are very impressive, so we say it would be good for those who are tired of it to spend their time vacation days around the lake to enjoy the beautiful natural and man-made scenery (KI,5, April,05,2023).

The other key informants who are jabi tehnan woreda culture and tourism experts added that:

Although the lake is a good tourist asset due to its biodiversity, the lake is currently facing many problems

including being filled with silt, which has caused the depth to decrease, the number of rare plants and birds to decrease, and the lake in is threatened by weeds (KI,2, April,03,2023).

As the researcher confirmed during a field observation, the lake is surrounded by various weeds, and nothing in the environment prevents floodwater sediment from entering the lake.



Figure 9 Geray Man-Made dam and Lake

Source: Jabi tehnan woreda culture and tourism office,2022

Debre-Gent Wongi Mariam Andent Monastery

The Debre Genet Wongi Mariam Andent Monastery is located in Rados Aklat Kebele, about 5 kilometers from the town of Jiga.

The Debre Gent Wongi Mariam Andent Monastery, established during the reign of Emperor Susinios in the 17th century, is a valuable cultural tourism site located in the Jabi Tehnan Woreda in the west gojjam Amhara region. Its historical significance and cultural heritage make it an ideal destination for tourists looking for an authentic and immersive experience.

As one of the key informants who is Bete kinet office leaders stated:

The monastery is one of the most ancient monasteries and churches in jabi tehnan woreda. Debre Genet wongi Mariam andent monastery has gone through many challenges. The monastery has been destroyed twice, but it has been restored by God's will. In 1947, the arc of St. Mary was brought back from St. Michael's Monastery in Dembcha along with all its relics and clothes. This was after the arc

was sent to St. Michael's monastery in Dembcha to stay at an asylum of her own will. Since then, Debre Genet wongi Mariam monastery has been standing in its current location (KI,7, April,06,2023).

Another key informant who is the monastery administrator added:

Debre Gent wongi Maryam monastery was founded in the middle of the 17th century, but it has been destroyed and rebuilt two times for various reasons. The current monastery building is built with different designs of cement steps from the base, and after the steps, it is built with mud blocks surrounded by various ancient precious woods (KI 8, April,06,2023).

As the researcher observed during a field observation, this monastery is surrounded by a nearby stone wall with a modern laminated door and is surrounded by small houses and plants that provide various services. It is accompanied by the special beauty of warka, eucalyptus, wanza, gesho, grass, and many other plants, especially outside the stone kab.



Figure 10 Debre Genet Wongi Mariam Andent Monastery

Source: Photo by own researcher during site observation, 2023

Guwansa Medhani Alem Andenet Monastery

Guwansa Medhani Alem Andenet Monastery is one of

the cultural tourism potentials in Jabi Tehnan Woreda. Guwansa Medhani Alem Andenet Monastery is one of the oldest monasteries of Jabi Tehnan Woreda and the monastery was founded under a high mountain monastery called Ambesa Gama.

As one of the key informants who are Bete khinet office

leader stated:

When the monastery was founded, it was in a dense forest. The founders of the monastery at that time included Aba Minassie, Abune Wolde Michael, Aba Alemu Aba Wolde Medhn, Abune Gebre Mariam, and Abune Gebre Eyesus (KI 7, April, 06, 2023).

Other key informants who are jabi tehnan woreda culture and tourism office experts added this:

There are many places of interest around the monastery, and some of the places of interest around the monastery include Mount Anbesa Gama, which is located to the north of the monastery. The monastery is surrounded by the mountain of Anbesa Gama, which is home to various beautiful plants and animals (KI 2, April, 03, 2023).

He added that:

To the east of the monastery, there is a river called "Guansit". The river added to the beauty of the monastery

and goes across through the monastery. Around this river, more than 5 spas have emanated independently which serves as a cure for different diseases (KI 2, April, 03, 2023).

As the researcher observed during a field observation, the location of the monastery, the fact that it is favorable for the development of tourist infrastructure, and the presence of various attractions around the monastery have great potential for turning the monastery into a source of income. In addition, the monastery is in close proximity to the city of Mankusa and many people go to the monastery because the monastery has 5 churches and 5 spas. The five spas found in Guwansa Medhani Alem Andenet Monastery are Medhanialem Spa, Kristos Samra Spa, Arsema Spa, Kidane Mhret Spa, and Urael Spa, which are available at the monastery.



Figure 11 Guwansa Medhani Alem Andenet Monastery

Source: Photo by own researcher during site observation, 2023

Abune Gebre-Menfes Kidus Monastery

Abune Gebre-Menfes Kidus Monastery is located in Aunt Menz Kebele in Jabi tehnan woreda the monastery is one of the oldest monasteries which is founded in 1965 E.c. Abune gebre menfes kidus monastery located in 10 km away from Finote selam town.

As one of the key informants who is jabi tehnan woreda culture and tourism office experts stated:

When the first monastery was built the roof of the building was thatched and the building still had a thatched roof, by this case, the monastery is unique because it keeps its design and materials which are constructing the church. The thatched roof was changed by similar materials when the thatched was damaged (KI 1, April 03, 2023).



Figure 12 Abune Gebre-Menfes Kidus Monastery

Source: Jabi tehnan woreda culture and tourism office, 2022

Debre Bisrat Dingra Mariam Monastery

Debre Bisrat Dingra Mariam Monastery is one of the holiest and most historic monasteries in Jabi tehnan

Woreda. According to the monastery administrator, the Dingra Mariam monastery was founded in the year 903 AD under the rule of Emperor Dilnad.

As one of the key informants who is jabi tehnan culture and tourism office expert stated:

Deber Bisrat Dingra Mariam Monastery is one of the miraculous monasteries of our district, which has interesting and attractive features from its location. It is a monastery where people can relax just by looking at it until their eyes are blocked in all four directions. In addition, Debre Bisrat Dingra Mariam Monastery was founded on the top of the mountain, and there are relics of the monastery such as Ezra, Gold Cup, Gold Hats of Kings, Negarit, Tamre Eyesus Parchment, Afro Aygeba

Nehas Cross, Nigre Mariam and other more than 150 moveable treasures available in the monastery (KI 3, April,04,2023).

He added this:

There are more skeletons of kings in a place called Ras Derso, Deje Azmach Alamrew, and Fit Awrari Tesema Kasa. You can see pictures of these skeletons and tombs on the walls, along with pictures of Ethiopian kings and other people. There is also a special silver stamp with the names of the kings who belonged to the monastery(KI 3, April,04,2023).



Figure 13 Debre Bisrat Dingra Mariam Monastery

Source: Jabi tehnan worda culture and tourism office,2022

Similarly, the key informants interviewee added another cultural tourism potential available in jabi tehnan worda which is **Spa(ጠባላ)**.

According to Ina, C(2018), stated that in recent times, Spas have gained popularity as tourist attractions owing to their capacity to offer relaxation, rejuvenation, and a feeling of wellness.

The culture and tourism office experts in Jabi Tehnan Woreda confirmed that there are several spas in the area that offer unique experiences promoting health, wellness, and relaxation such as Medhanialem Spa, Kristos Samra Spa, Arsema Spa, Kidane Mhret Spa, and Urael spa and others available in jabi tehnan worda. These spas are important for attracting tourists and should be protected and promoted as they have tourism potential.

Challenges of Tourism Development in Jabi Tehnan Woreda

Besides identifying both cultural and natural tourism potentials, the study also shows various challenges of tourism development in the woreda of Jabi Tehnan.

According to Dabour (2003) in his study analysis: lack of knowledge and awareness, lack of technical know-how, weak promotional activity, lack of tourism-related infrastructure, lack of consistent tourism strategy and policy, lack of tourism security and lack of tourism diversification are the main problems of tourism development in the countries.

Similarly, the research of Endalcachew et al. (2018) shows that there are other challenges to the development

of the tourism industry in the Amhara region, such as Inadequate marketing strategies, lack of human resources and capacity, weak institutional and regulatory frameworks, problems with the quality and standards of the industry, lack of adequate infrastructure for tourism and support services; and fragmented and disorganized tourism planning and development at the national and regional levels in Ethiopia.

Infrastructure as a Challenge of Tourism Development in Jabi Tehnan Woreda

Lack of infrastructure: The study area has great tourism potential, but this potential is not developed due to a lack of infrastructure problems.

The findings show that there is no tourism infrastructure of tourist attractions in the study area. Infrastructure plays a crucial role in the growth and development of the tourism industry. Such includes transportation, accommodation, communication, and other facilities that are necessary for the smooth functioning of the tourism industry. The lack of tourism infrastructure is a significant challenge for tourism development in the study area. Without proper transportation, accommodation, Bank, and communication facilities, it becomes difficult to attract tourists and provide them with a positive experience.

The study reveals that Jabi Tehnan Woreda, a tourist destination, lacks infrastructure such as public and private car transport systems, parking, health and water supply, telecommunications, and electricity supply services. These issues, supported by key informants and

Table 6 Infrastructure challenges of Tourism Development in jabi tehnan woreda

No	Items	Level of agreements	Frequency	Percent	Mean
1.	lack of transport services such as public buses and private cars	Strongly Agree	62	47	4.06
		Agree	43	32.6	
		Neutral	13	9.8	
		Disagree	10	7.6	
		Strongly Disagree	9	6.8	
		Total	132	100	
2.	Does not have an extensive tell communications service	Strongly Agree	54	40.9	3.90
		Agree	43	32.6	
		Neutral	13	9.8	
		Disagree	12	9.1	
		Strongly Disagree	10	7.6	
		Total	132	100	
3.	Does not have sufficient electrical power	Strongly Agree	52	39.4	3.92
		Agree	46	34.8	
		Neutral	13	9.8	
		Disagree	14	10.6	
		Strongly Disagree	7	5.3	
		Total	132	100	
4.	Does not have adequate health care for residents and visitors	Strongly Agree	58	43.9	4.04
		Agree	47	35.6	
		Neutral	10	7.6	
		Disagree	8	6.1	
		Strongly Disagree	9	6.8	
		Total	132	100	
5.	Does not have an abundant water supply	Strongly Agree	57	43.2	4.05
		Agree	48	36.4	
		Neutral	10	7.6	
		Disagree	11	8.3	
		Strongly Disagree	6	4.5	
		Total	132	100	
Average Mean			4.04		

Source:Survey, 2023

the researcher, pose significant challenges to the development of tourism potential in the area. Transportation is a key issue for tourism resources, as it includes services necessary to meet tourists' needs and enhance their satisfaction during their stay. A total of 105 respondents (79.6%) strongly agreed with the lack of transport services, such as public buses and private cars, in Jabi Tehnan Woreda. Key informants and the researcher confirmed these transportation problems in the study area. Additionally, utility service problems such as electricity, adequate water supply, and telecommunication services are also present in Jabi Tehnan Woreda, with no utility service at the tourist attraction site, further posing a challenge to the tourism sector's growth.

As one of the key informants who is jabi tehnan woreda culture and tourism office experts stated:

Jabi Tehnan Wored has great tourism potential, but the lack of necessary infrastructure is preventing it from being fully utilized. The area has natural beauty and cultural attractions, but the absence of accommodations, transportation, and information centers makes it difficult for tourists to access and explore the region. This not only affects the visitors' experience but also limits the local economy's growth (KI 1, April, 03, 2023).

Other key informants who are jabi tehnan woreda culture

and tourism office leaders added this:

Without proper facilities and services, it is challenging to attract and retain tourists, which leads to missed opportunities for revenue generation and job creation. Additionally, the lack of planning and investment in tourism infrastructure has long-term effects on sustainable development and harms the local community's livelihood and the environment. Therefore, it is crucial to invest in tourism infrastructure through public-private partnerships, government initiatives, and community-based tourism development programs. By addressing the gaps in infrastructure, Jabi Tehnan Wored can unlock its tourism potential and have a positive impact on the local economy and environment KI 2, April 03, 2023).

Another key informant who is a West Gojjam Zone culture and tourism office expert added this:

Tourism has the potential to positively impact a specific region by facilitating economic growth, generating employment opportunities, and promoting cultural exchange. However, in Jabi Tehnan Woreda, there are several challenges regarding infrastructure that must be resolved to ensure the long-term success of the tourism industry. These challenges include transportation, lodging, access to water and electricity, and communication facilities (KI 5, April, 05, 2023).

Accessibility as a Challenge for tourism development

Challenges of accessibility are obstacles to tourism potential resource sustainable development.

Lack of accessibility: The finding reveals that the tourist attractions are not accessible to tourists in jabi tehnan woreda. Due to the lack of road transportation, most tourist attraction is not easily accessible for tourist. Lack of accessibility can have a significant impact on the growth and development of the tourism industry, as it can lead to tourists choosing to go elsewhere, resulting in lost revenue and economic opportunities. This can have a significant impact on the livelihoods of local communities. The Jabi Tehnan Woreda has a poor accessibility, with an average mean of 4.24, indicating that tourism requires access to move in and around tourist attractions. 81% of respondents believe that the lack of well-organized road access hinders the accessibility of tourist attractions and accommodation facilities. Additionally, 81.3% of respondents strongly agree that the potential tourist sites are not connected to the public and other modern means of transport. This challenge is also supported by key informants who also report that there is no access to a modern and well-organized transportation system in the center of the woreda. The absence of accommodation facilities in Jabi Tehnan Woreda is a significant challenge for tourism development. The majority of respondents strongly agree that the tourism potential resources of Kebele are not accessible to the public and other modern means of transport.

As one of the key informants who is jabi tehnan woreda culture and tourism office experts stated:

Tourist sites that are situated in remote kebeles can be difficult for visitors to access as they lack road connections. This means that many tourist destinations, facilities, and attractions are not easily reachable. In addition, there is no transport service at most tourist attraction sites (KI 2, April, 03, 2023).

Awareness as a Challenge for tourism development

Lack of awareness: Tourism has the potential to bring economic, social, and cultural benefits to a destination. The study area has huge tourism potential. However, despite its potential, many tourism destinations are not being utilized to their full potential due to a lack of awareness. This lack of awareness can be attributed to several factors such as inadequate marketing and promotion of tourist destinations, not conserving heritage properly, allocating inadequate budget, assigning unprofessional persons at the managerial level, and so on.

The above table 10 shows that jabi tehnan woreda has a high awareness problem for tourism development. Due to this the woredas tourism potential was not developed and appropriately utilized. In addition, table 4.8 results show

that woreda and kebele administrators have low awareness of the potential of tourism resources available in the jabi tehnan woreda. This indicated that the administrators have low involvement in tourism development and resource conservation from different damage.

As one of the key informants who is jabi tehnan woreda culture and Tourism office experts stated:

Awareness is very important for adequately utilizing tourism resources and helps build support for tourism development. When stakeholders are aware of the benefits of tourism, they are more likely to support its development. Still, jabi tehnan woreda has a low level of awareness of tourism-related activities (KI 2, April, 03, 2023).

Another key informant who is west gojjam culture and tourism office expert added this:

Awareness is a key factor for development. because any good or bad work has emanated from his or her awareness. When we come to tourism, awareness has a great role in its development either negatively or positively. if we have a high awareness level for tourism, we can develop and utilize the tourism resource properly (KI, 6, April, 05, 2023).

In addition to the above challenges, the key informants stated that there are other challenges which Lack of adequate budget allocation, lack of promotion, lack of skilled manpower on a managerial level, a conflict between the Ethiopian Government and Tigray People Liberation Front, and Absence of Museum.

Lack of adequate budget allocation

Lack of adequate budget allocation: Adequate budget allocation is essential for the development and promotion of tourism infrastructure, marketing and promotion activities, and other related initiatives that can enhance the attractiveness of tourist destinations. The study shows that there is inadequate budget allocation for the tourism office in jabi tehnan woreda. The main reasons for inadequate budget allocation are the low priority given to tourism by local governments. At the woreda level, tourism is not considered a priority sector and therefore does not receive adequate funding. This lack of funding can result in poor infrastructure, inadequate marketing and promotion, and a lack of investment in new tourism products and services. Another reason for the inadequate budget allocation, the war between the Ethiopian Government and Tigray Liberation Front has had a negative impact on the tourism sector in Ethiopia. The tourism-related activities in Jabi Tehnan Woreda have also been affected because of the lack of adequate budget allocation and subsidy from the Government.

As one of the key informants who are Jabi Tehnan Woreda Culture and Tourism office leader stated:

Budget constraints have a great challenge for tourism development in various ways. One of the major

challenges is the limited financial resources available for investment in infrastructure, marketing, and other critical areas that support tourism growth. This can lead to inadequate facilities, poor maintenance, and limited promotion, which can negatively affect the tourism industry's development (KI,1, April,03,2023).

Another key informant who is west gojjam culture and tourism office expert added this:

Lack of budget is a significant challenge facing tourism development by limiting financial resources available for investment in infrastructure, marketing, attracting private investment, providing incentives and subsidies to tourism businesses, research and development, and monitoring and regulation. (KI,5 April,05,2023).

Another key informant who is jabi tehnan woreda culture and tourism office added this:

The lack of financial resources is hindering the growth of tourism in Jabi Tehnan Woreda. There is a need for more funds to promote local and domestic tourism, as well as for constructing tourist facilities and preserving resources. Limited budget allocation affects the development of tourism resources in jabi tehnan woreda (KI,2, April,03,2023).

Lack of promotion

Lack of adequate promotion: Promotion plays a vital role in attracting tourists to a particular destination. It involves creating awareness and interest in the destination's unique features, such as cultural heritage, natural resources, and other attractions. The study findings show that there is no adequate promotional activity related to tourism. Without adequate promotion, potential tourists may not be aware of the destination's existence or what it has to offer. This can result in low tourist numbers, which can negatively impact the local economy. In addition, a lack of promotion may lead to misconceptions and stereotypes about the destination, which can further discourage potential tourists from visiting.

As one of the key informants who is jabi tehnan culture and tourism office expert stated:

Regarding tourism promotion in jabi tehnan woreda, there is a lack of promotional activities to promote tourist attractions to tourists. The reasons for the lack of promotion are inadequate funding for marketing and advertising campaigns and allocate a limited budget for the tourism sector. Most of the time to allocate insufficient funds towards promoting the tourism industry, it is difficult to reach potential tourists. This lack of funding leads to limited exposure and visibility of the destination, which results in low levels of tourist arrivals (KI,2, April,03,2023).

Absence of tourism professionals on the Managerial level:

Human resources are the basis for every activity of

tourism development. It is argued that the principle of 'the right person in the right place at the right time' is the basic issue that has to be given much emphasis to develop tourism in a certain destination.

As one of the key informants who is Jabi tehnan woreda culture and tourism office expert stated:

There is a low interest in the workers due to insignificant attention given to the sector. the culture and tourism sector has many challenges due to the limited number of workers with the right skills. Most of the workers are taken from other sectors and assigned to the culture and tourism office without having any experience in that area. This means that the workers in the sector are not based on their experience and their skills but have been assigned only for political motives (KI,3, April,04,2023).

Lack of Standardize Museum: Museums serve as for collecting and preserving artifacts, artwork, and other objects that are important to local community history and culture. because it is essential in preserving and showcasing the history, art, and culture of the people. Museums also play an important role in educating visitors about cultural heritage.

As one key informant who is jabi tehnan woreda culture and tourism office expert stated that:

Due to the absence of museums, there can be negative impacts on society and culture. Without museums, there is a risk of losing valuable artifacts, documents, and artworks that form an integral part of a society's culture. In addition, due to the absence of a standard museum movable cultural heritage is exposed to damage and theft, and other threats in Jabi Tehnan Woreda. This can result in a loss of cultural identity and historical knowledge for future generations (KI,2, April, 03,2023).

CONCLUSION

The Jabi-Tehnan Woreda is located in the West Gojjam Zone of the Amhara Regional State of Ethiopia. This woreda surrounds the city of Finote Selam, the capital of the West Gojjam zone of the Amhara region, 285 km from the capital Addis Ababa and 170 km from Bahir Dar. In this study, the researcher has attempted to assess Tourism Potential and Its Development Challenges in Jabi Tehnan Woreda. Based on the objectives of the study, a descriptive research design was used in accordance with the mixed research approach.

There are many cultural and natural tourism resources in Jabi Tehnan Woreda. They can be a great asset for the promotion and development of the country's tourism industry. However, these resources are not effectively promoted and developed to fulfill the function of image building and improve the benefits; it could generate income for communities.

At this point, the main results of the potential of nature

At this point, the main results of the potential of nature and cultural tourism in Jabi Tehnan Woreda, as well as the challenges for the development of the tourism sector were examined. The results of the study show that Jabi Tehnan Woreda has great tourism resources and is one of the potential locations to successfully develop tourism projects. These tourism resources consist of both natural and cultural tourism resources. As mentioned above, the main tourism resources of Jabi Tehnan Woreda are natural and cultural tourism resources. Natural tourism resources include attractive landscapes, rivers, Spas, waterfalls, bridges, and various caves that are used for protection from enemies and sometimes as shelters for troops during the war, as well as attractive lakes and other attractive natural forests. Jabi Tehnan Woreda has natural tourist attractions such as the Senago Natural Bridge, Geray Lake, Guwagat (Lah) Waterfall, different Spa, and Lemaw Forest, which are considered to have the potential for tourism development. The potential for cultural tourism is religious festivals and holidays, various churches and monasteries, man-made lakes and bridges, caves, and others that are present in the study area. These include tangible resources such as Zewdie Cave, Gewocha Cave, Georgie Bridge, Geray Man-Made Bridge and Lake, Debre-Gent Wongi Mariam Andent Monastery, Guwansa Medhani Alem Andenet Monastery, Abune Gebre-Menfes Kidus Monastery, and Debre Bisrat Dingra Mariam Monastery. In addition, there are intangible cultural tourism resources such as Engicha Plucking Festival, wedding and funeral ceremonies, and other religious and cultural festivals that are eligible for tourism development in the region. Although these significant tourism potentials in Jabi Tehnan Woreda are not given more attention by the government for tourism development, the local communities and all other concerned agencies are not benefiting from their tourism resources. This is due to the low awareness and implementation of promotional and marketing activities, resulting in the implementation of tourism development for remaining infants.

Although Jabi Tehnana Woreda is rich in potential tourism resources, the tourism potential was not properly utilized due to several challenges/issues such as inadequate promotion process, inadequate infrastructure, lack of tourism professionals at the management level, lack of awareness and benefits to the tourism industry, poor management of potential resources, and budget constraints.

RECOMMENDATIONS

In the Amhara region, most tourist destinations have been challenged by different factors including a low level of budget allocation, lack of stakeholder awareness, lack of well-organized promotional activity, the absence of skilled manpower on the managerial level, lack of indigenous knowledge for heritage conservation lack of

tourism infrastructure, lack of standardized accommodation services, and tourism resource degradation. Therefore, the researcher assessed the Tourism potential and its development challenges and opportunities in Jabi Tehnan Woreda., in the West Gojjam zone of Amhara region, Ethiopia.

Based on the research's findings, the researcher has made the following recommendations to the various bodies in order to increase the proper utilization of the available tourism potential and opportunity. Such as the relatively better security and safety in Woreda, historic churches and monasteries, diverse climate, and abundant cultural and natural resources, which play a significant role in the development of tourism in the study area. Therefore:

- ✚ Governments should allocate sufficient funds to support tourism development by increasing budget allocation for infrastructure development, promotional activities, and manpower training programs.

- ✚ Stakeholders should actively participate in decision-making processes and raise awareness about the benefits of sustainable tourism development.

- ✚ The promotional activities should be well-planned and targeted to attract both domestic and international tourists, highlighting the destination's distinctive cultural and natural attractions.

- ✚ The focus should be on fostering collaborations between government entities, private sector businesses, and local communities to utilize resources, expertise, and innovation for sustainable tourism development.

REFERENCE

- Alubel Workie, Yirdaw Asfaw, Girum Teshome. (2019). Tourism development potentials and challenges in Shonke Village, Ethiopia. *African Journal of Hospitality, Tourism and Leisure, Volume 8 (5)*.
- Ayalew. (2009). *Historical Development of Travel and Tourism in Ethiopia*. Addis Ababa: Pelican Printing press .
- Bank W (2019). *Africa's tourism: A global destination for investment and entrepreneurship*. world bank.
- Binayew G (2016). Historical Survey of Tourism Industry in Ethiopia and its Potential for Economic Development: The Case of Lake Tana Region". *The International Journal of Business & Management*, Vol. 4 .
- Cooper, C. (2006). Lakes as Tourism Destination Resources". Lake Tourism An Integrated Approach to Lacustrine Tourism Systems. *Channel View Publications*, 24-42.
- Cooper, C. (2011). Lakes as Tourism Destination Resources.
- Creswell & Plano . (2017). Designing and conducting mixed methods research. *Sage publications*.
- Creswell, J. (2002). *Educational research: Planning, conducting, and evaluating quantitative and qualitative*

- research. Upper Saddle Riverr, NJ: Merrill Prentice Hall.
- Creswell, J. W., & Plano Clark, V. L. (2011). *Designing and Conducting Mixed Methods Research*. Sage Publications.
- Creswell, J.W. (2012). *Educational research: Planning, conducting, and evaluating quantitative and qualitative research*. (4th Ed. Boston, MA: Pearson.
- Dmitry, A. (2021). Natural Resources of Tourism: Towards Sustainable Exploitation on a Regional Scale. *Sustainability* 2021, 6685.
- Emeka, E. e. (2017). Cave Tourism and its Implications to Tourism Development in Nigeria: A Case Study of Agu-Owuru Cave in Ezeagu. *International Journal of Research*, 16-24.
- Getahun, M. (2015). Characterisation of Agricultural Soils in Cascape Intervention Woredas of Amhara.
- Hudson, B. (1998). Waterfalls : resources for tourism. *Annals of Tourism Research*, 25(4), 958-973.
- International Finance Corporation. (2017). *Twenty Reasons Sustainable Tourism Counts for Development* . World Bank.
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.
- Mekuanent, A. (2019). Assess Tourism Resources and Its Development Challenges in Sekela Woreda Weast Gojjam Zone, Ethiopia. *Puplished MA Thesis, Addis Abeba University*.
- MoCT. (2009). *Tourism Development Policy. Ethiopia*. Addis Ababa.
- MoCT. (2015). *Federal democratic Republic of Ethiopia Sustainable tourism master plan 2015-2025*. Addis Ababa: Minister of Culture and Tourism .
- Mulugeta, F. (2012). The Fundamental of Community Based Ecotouris m Development in Ethiopia. *Addis Ababa, Ethiopia*.
- Teshale, T. (2020). Tourism Potentials and Challenges of the Somali Region, Ethiopia. *J Tourism Hospit*, 9, 2167-0269.
- UNDP. (2019). *BOOSTING TOURISM TO CATALYZE ETHIOPIA'S DEVELOPMENT*.
- United Nation. (2020). *UN framework for the immediate socio-economic response to COVID-19*. UN.
- UNWTO. (2019). *Tourism – an economic and social phenomenon*. Madrid: UNWTO.
- UNWTO. (2021). *World Tourism Barometer and Statistical Annex, September 2021*. Madrid: UNWTO.
- WB. (2013). *Tourism in Africa: Harnessing Tourism for Growth and Improved Livelihoods* . world bank.
- World Bank. (2011). *World Development Report 2011: Conflict, Security, and Development*. WB.
- WTTC. (2021). *Global Economic Impact 21*. London: WTTC .
- WTTC. (2022). *WTTC: African Travel & Tourism Sector Expected to Create 14 Million New Jobs in Next Decade*.