

Innovations

Uncovering the Countryside Tourism Development Potentials: Evidence from Tis Abay (Blue Nile Falls) and its Surrounding, Ethiopia

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Abstract

Rural tourism is a form of tourism that is located in rural areas, is rural in its function, scale, and character, and represents a complex pattern of rural environment, economy, and history. It is managed and owned by the locals, for the community, in order to enable tourists to increase their awareness and learn about the community and local ways of life. This study aims to address the practices of rural tourism development and determine components of rural tourism. In order to get quantitative data, a census survey was applied to 76 direct participants in rural tourism development initiatives, and 153 foreign tourists were accidentally selected based on their existence at the attraction sites. Diversified qualitative data was also found through key informant interviews and field observations. The quantitative data were analyzed using descriptive statistics, whereas qualitative data were used to validate and triangulate the quantitative analysis. The study indicated that the area has great potential for an appealing rural tourism product, but its major components are not well developed.

Key words: Rural Tourism potentials, Rural Tourism Development, Local Economy

1. Introduction

The countryside is often conceived of as a calm place with an intact environment, where life is shaped by traditional values and in harmony with nature (Lovell and Bull, 2017; Shucksmith, 2016; Rockett and Ramsey, 2016; Gaffey, 2004). On the other hand, tourists have shown a growing interest in the countryside and its natural and cultural landscapes (Carneiro, Lima & Lavrador Silva, 2015).

The development of a strong platform around the concept of rural tourism is definitely useful for countries like Ethiopia, where almost 85 % of the population resides in rural areas. The aim of promoting tourism is to increase the net benefits to rural people, and increase their participation in managing the tourism product. It can also be to serve as a source of foreign exchange to the country thereby increasing its revenue base. If more tourism can be developed in rural areas, particularly in ways that involve high local participation in decisions and enterprises, then poverty impacts are likely to be enhanced.

2. Problem Statement

Expanding and diversifying the country's tourism product through developing niche tourism products to diversify the range of products is the objective of the Ministry of Tourism, Ethiopia. Rural setting is one of the most potential areas to promote the rural tourism where tourists can have opportunity to observe the rural

setting, culture, life-style, social relationship, hospitality etc. of rural people in Ethiopia. Thus, tourism growth potential can be harnessed as a strategy for rural development.

The nature of rural tourism products, often involving small-scale operations and culturally-based or farm-based products can be conducive to wide participation (Brown, 2007). There has been a great deal of attention in existing research on the impacts of tourism in destinations from the perspectives of tourists and the local community themselves. The local communities are expected to be beneficiaries from rural tourism diversified and a more attractive package which will help to increase the number of tourist nights at the destination.

Further enquiry can also be made on opening up of home-stays as a part of rural tourism which will help local people to accommodate tourists at their homes and would enable them to earn money as well as tourists will also get a taste of first-hand Ethiopian culture. Moreover, rural tourism particularly helps both types of small businesses in rural areas: those that are directly involved in tourism (e.g., farm-stays, tour guides) and those indirectly involved in tourism business (e.g., stores, local transportation companies). However, little is known about how the process of tourism development in rural communities shapes these impacts. Thus, in order to claim tourism is a viable tool for development in rural areas, it is imperative to investigate if the promised benefits do in fact materialize and what factors contribute to the generation of these benefits.

3. Objectives of the study

The general objective of this study is to assess rural tourism development practices and to determine rural tourism development components within the study area

4. Review of Literatures

4.1. The Concept of Rural Tourism

According to Lane and Kastenzholz (2015) rural tourism is defined by its small-scale character. The landscape and the rural life are commodified by rural tourism providers, and thus activities such as experiencing farm life or guided walks to encounter the characteristics of a landscape are offered (Woods, 2011). In many rural areas, this form of tourism is used as a conservation tool (Powell and Ham, 2008; Cortes-Vasquez, 2017). Hence, rural tourism is closely linked to sustainable development (Lane and Kastenzholz, 2015: 1139). However, the production of space is influenced by the dynamics of power induced by different stakeholder groups in the specific rural arenas (Frisvoll, 2012). Tourists can be considered one of them. Over recent decades, an increasing number of rural heritage sites in the countryside have been established and intensely marketed for tourism.

A review of the literature indicated that there are a number of common benefits reported to arise from rural tourism which collectively perpetuate the “promise of rural tourism” notion. Gannon (1994), Greffe (1994) and Sharpley & Sharpley (1997) provide comprehensive lists of the benefits of rural tourism. The literature suggests that rural tourism acts as a source of employment, resulting in a primary source of income for individuals or acts as additional income for individuals (Gannon, 1994; Greffe, 1994; Opperman, 1996; Sharpley & Sharpley, 1997; Riberio & Marques, 2002; MacDonald & Jolliffe, 2003; Liu, 2006).

The development of rural tourism is said to serve as a lever for a whole chain of activities-as there becomes an increased need for goods and services to accommodate tourist needs- therefore, providing support for existing and new businesses and services. In turn, this diversifies and strengthens the local economy and provides a more stable economic base for the local community (Gannon, 1994; Greffe, 1994; Opperman, 1996; Huang & Stewart, 1996; Sharpley & Sharpley, 1997; Riberio & Marques, 2002).

4.2. Rural Tourism and Local Economy

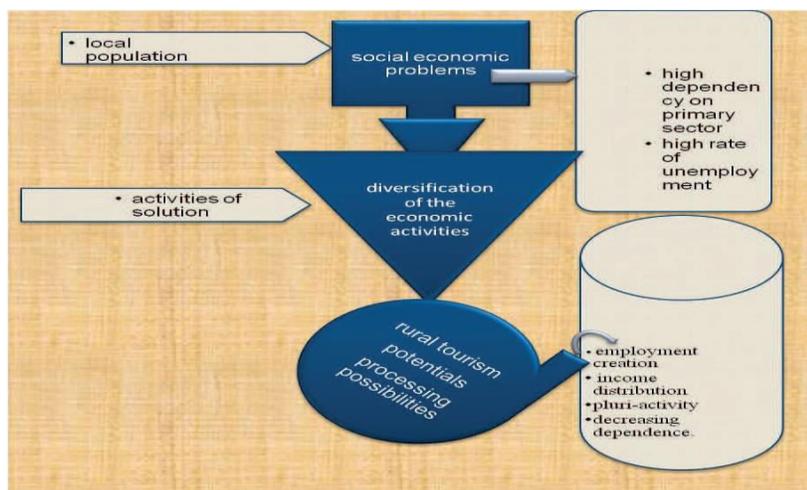
Residents of rural areas have made connections and interdependence on each other to meet their needs most, which means that capital circulates inside the local grid and money are safe. The walk to the local economy in tourism has always prevailed. Tourists come across certain seasons of the year, depending on the type of tourism. Residents have always time to make their preparations. Tourism and hospitality operators and the wider region can also benefit from stronger food and tourism connections through: association with a quality product; Local foods are not a standardized product.

Reinforcement of ‘authentic’ tourist experiences allows visitors to see beyond the shop front and establish strong relationships with a destination; Food is an attraction. Existence of product, such as markets and wineries, provides a motivation for visitation to an area, stay in accommodation and eat at restaurants; Existence of food related products also helps extend length of stay because it gives visitors places to visit and activities to engage in (Hall,M. & Wilson,S., 2008).

Rural tourism has a dynamic process, developing the physical, social and political environments (Sharpley & Roberts, 2004). It enables tourists to reunite with nature and local culture (Lo et al., 2012). Rural tourism offers a quiet and peaceful experience, with low costs and healthy challenges to the tourists, because rural areas are not as crowded as their counterpart, urban life (Fons et al., 2011). The countryside’s attractive landscapes, with small villages, thermal springs, rivers, lakes, tradition and culture, offer a pleasant experience to tourists who are seeking relaxation and recreation in a calm setting (Kulcsar, 2009).

4.3. Conceptual Framework

Rural tourism has become the solution of some of the problems that have emerged in rural areas: high rate of unemployment, rural migration and dependency on the primary sector so the practice of rural tourism activity can diversify and redistribute income, creating employment, producing pluri-activity and decreasing rural exodus.



Source:(Mediano, 2003)

5. Methodology

5.1. Description of the Study Area

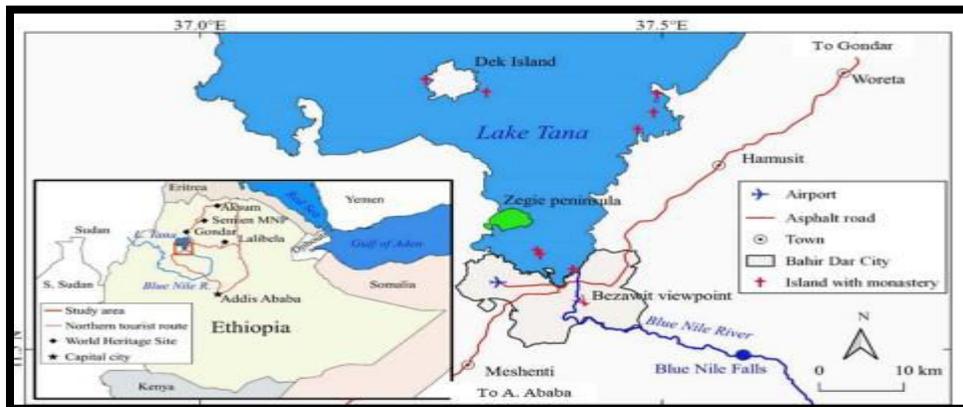
Blue Nile, the Grand River in Africa is one of the natural wonders of Ethiopia especially for its breathtaking falls. Known locally as Tis- Isat Falls - 'Smoke of Fire' - the Blue Nile Falls is the most dramatic spectacle on either the White or the Blue Nile rivers. 400 meters (1,312 feet) wide when in flood, and dropping over a sheer chasm more than 45 meters (150 feet) deep, the falls throw up a continuous spray of water, which drenches on lookers up to a kilometer away.

This misty deluge produces rainbows, shimmering across the gorge, and a small perennial rainforest of lush green vegetation, to the delight of the many monkeys and multicolored birds that inhabit Here travelers will quickly find themselves surrounded by a retinue of sometimes overzealous youthful guides who, for a small fee, will show the way and point out several places of interest in the route.

After a thirty-minute walk, a stiff climb up a grassy hillside is rewarded magnificent view of the falls, breaking the smooth edge of the rolling thundering cataract of foaming water. A rewarding but longer trek is to walk along the east bank all the way to the back of the falls; crossing the river by tankwa (Amhara National regional State Culture and tourism Bureau,2006).



Photo by the researcher,2022



Location Map of the Study Area

5.2. Research Design

The design of this research is descriptive. The design is chosen due to the reason that it describes and interprets existing conditions, opinions and process that is going on and effects that are evident.

For this study, census and non-probability sampling design were applied to conduct the research. Census technique appears appropriate when the lists of the units studied are accessible.

Thus, local communities were selected with census according to their list in village organization. Accordingly, the whole numbers of rural tourism development participants were taken as the subject of the study which are 76 were in number.

Tourist availability at a given occasion and time will be the main factor for opting accidental sampling. Thus, Foreign tourists who visited the area from October 01 to November 30/2022 were selected accidentally since tourist flow in these months is believed to be high. In addition, Heads and experts from culture and tourism offices, Local tour guides and Tour operators were interviewed.

5.3. Data Collection Techniques

Primary data were generated through using structured questionnaires, interview and non-participatory observation. Checklists were prepared for the qualitative field research that was guide to elicit qualitative information (meanings, words and ideas) through deeper consultations with key informants. Secondary data were also collected from published as well as unpublished sources through journal articles, books, web pages, project papers and policy documents.

Table 1 Age of Foreign tourist Respondents					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<20	7	4.6	4.6	4.6
	21-30	73	47.7	47.7	52.3
	31-40	55	35.9	35.9	88.2
	41-50	9	5.9	5.9	94.1
	>50	9	5.9	5.9	100.0
	Total	153	100.0	100.0	

5.4. Method of Data Analysis

The data collected from respondents was analyzed using Statistical Package for Social Sciences (SPSS). All data collected in the field was edited to ensure completeness, accuracy and consistency and the result of the data was presented using graphs, tables, and diagrams. The response of the interviewees, and personal observation was written in notebook during field work. The analysis of the qualitative data was described in detail according to the explanation of the key informants and observation of the researchers through text narration.

6. Data analysis and interpretation

6.1. Demographic profiles of respondents

Presenting the demographic profiles of respondents is important to show the general characteristic of the respondents. Such overall description of the respondents and variables give overall insights of the study. Hence, table 4.1 shows the age compositions of the foreign tourists' respondents. As it can be seen, about 48%

of the respondents are within the age group of 20 to 30 and about 36% of the respondents are between 31 to 40 years. This may imply that most of participants (Tourists) are young whose age is between 20 and 40.

A. Gender Composition of Local community Respondents

As Table No.2 Below demonstrates, local males are 59.2% whereas the remaining 40.8% are female. Therefore, the sex distribution shows that males well exceed the females because mostly males are highly involved on community’s affairs.

Table 2. Gender composition of local respondents

	sex	Frequency	Valid%
	Female	31	40.8
	Male	45	59.2
	Total	76	100.0

B. Age of local respondents

As table No.2 below illustrates, the great share of the locals (96.1%) is found to be in the age range of 18-28 years old and the remaining 3.9% are age range of 29-39 years old.

Table 3. Age of local respondents

		Frequency	Valid Percent
Valid	18-28	73	96.1
	29-39	3	3.9
	Total	76	100.0

C. Educational background of local respondents

As shown in table No.3 below, 43.4% and 36.8% of locals are 9-10 and Diploma holders followed by 15.8% and 3.9 of locals’ are 11-12 complete and BSC /BA degree holders respectively.

Thus, the majority of locals have basic education in secondary and higher educational institutions so that they are able to engage in rural tourism development issues in their surroundings.

Table 4. Educational background of local respondents

		Frequency	Valid Percent
Valid	9-10	33	43.4
	11-12	12	15.8
	diploma	28	36.8
	Degree	3	3.9
	Total	76	100.0

6. 2. The performance Destinations from Foreign Tourists’ Perspective

The attractions in the countryside are activities that aim to benefit from nature at the highest level. Rural areas have a special attraction for tourists because of the distinct characteristics associated with cultural, mystical, ethnic, historical, and geographical. Camping, walking, ecotourism, fishing, cycling are some of these activities (Barbu, 2013). Tourists evaluated the performance of the area based on five points Likert scale (1 Strongly Disagree ,2Disagree ,3 Neutral ,4 Agree ,5 Strongly Agree). Performance rating mean values for the twenty-two (22) variables are presented below.

No	Attributes	Mean
1.	Natural beauty	4.11
2.	Climate	4.07
3.	Wildlife	2.32
4.	Accessibility	2.14
5.	Outdoor activities	2.68
6.	Activities for children	2.25
7.	Historical sites	2.64
8.	Handicrafts	3.82
9.	Shopping	2.5
10.	Nightlife	2.11
11.	Experience local cuisine	2.68
12.	Local festivals	2.36
13.	Relaxing environment	3.68
14.	Various accommodation options	2.64
15.	Distinctive local features (Markets, etc.)	3.75
16.	Information centers	3.82
17.	Multilingual guide services	2.46
18.	Signposts	3.25
19.	Behavior of host community	3.86
20.	Security	3.82
21.	Health services	2.36
22.	Communication	2.61

The **scenery and natural beauty** of places has always attracted tourists. Tourists enjoy nature in all its various forms. There are land forms like mountains, canyons, coral reefs, cliffs, lakes, rivers, waterfalls etc. Most respondents agreed with the natural beauty of the attraction sites. In addition, interviewed tour operators asserted that tourists are happy with the natural beauty of the study areas mentioning that there is a good interest to stay for long time and for repeat visits.

The **climate** of a tourist destination is often an important attraction. Good weather plays an important role in making a holiday. Millions of tourists from countries with extreme climates visit beaches in search of fine weather and sunshine. The sunshine and clear sea breeze at the beaches have attracted many people for a very long time.

Ethiopia is known for its 13 months of sunshine and tourists' feedback about Ethiopian climate is always positive as confirmed from tour operators. Respondents agreed with the availability of comfortable climate condition around the attraction sites.

Wildlife: flora and fauna attract many a tourist. Tourists like to know the various types of plants and trees that they see and which trees are seen in which seasons. There are many plants which are specific to certain regions and many times students and travellers visit those areas especially to see those varieties of plants.

Outdoor activities: most visitors come to destinations for different reasons like to enjoy the beautiful scenery and landscape, history and culture, to stay in peace and quiet places or take part in an outdoor activity the data gathered from tourists indicates that there are also untouched areas of tourism activities. Most respondents are not happy with the current performances of outdoor activities in the attraction sites though there is trekking route from the Tis Abay town to the Blue Nile Falls.

Family vacations have long lasting impact on children's happiness: most respondents disagree with the availability of activities for children. Based on field observation data, topography of those attractions is not comfortable for children. Play grounds and other facilities need to be constructed in the country side: life, art, culture and heritage at rural locations, thereby benefiting the local community economically and socially as well as enabling interaction between the tourists and the locals for a more enriching tourism experience can be termed.

Tourists were not informed about **other historical sites** which are easily accessible from the study areas. For example, tourists can reach to Blue Nile Falls after walking 1.5km crossing the 17th c. footbridge locally called Alata Bridge that had a historical value built by Portuguese, a crescent shaped gorge appears with a thunderous noise; that is the Blue Nile Falls. If tourists use the other alternative route, they will not get a chance to visit Alata Bridge. Integrating natural sites with historical sites is still a problem in Blue Nile Falls.

Availability of handicrafts in the study area: It is a usual trend of tourists to buy handicrafts & take them as memorial of the place visited. Handicrafts describe the distinctive innovative works of local communities in destinations.

Hence, it is important to make production & selling of handicrafts as the main function within destinations. Respondents agreed with the availability of handicrafts in the study areas.

Shopping practices in the study area: Shopping is one of the basic activities for tourists to experience local products. The way of transactions in destinations is peculiar to draw the attention of tourist. There are limited shopping facilities in the study areas. Tourists explained that they were not informed to do shopping in the nearby towns before their departure to the rural areas to the rural areas.

The availability of nightlife in the study area: the most often are excursion trips and walks in the surrounding areas. There would be a special nightlife in rural areas unlike the major towns and cities. **Availability of local cuisine in study area:** Tourists use local cuisine as the main attraction tool. It will lead to the development of gastronomy tourism. It serves multi-functions in economy, culture, society, and personal wellness. The preparation, procedures and way of presentation of local cuisines and consumption are parts of an attraction itself. Respondents agreed as they experience local cuisine. In fact, tourists tasted local cuisines in the nearby towns to the study areas and considered it as it is similar with rural communities. As a matter of fact, the cuisines in rural areas are quite different from cuisines prepared in towns and cities.

Availability of Relaxing environment in study areas: respondents agreed as they enjoyed relaxing environment in the attraction sites. Additionally, the field observation data also ensures the availability of relaxing environment around all of the study areas. Of course, through being away from the major towns, tourists can be free from hustle and bustle.

Availability of accommodation options in study area

The accommodation and other facilities complement the attractions. Accommodation plays a central role and is very basic to tourist destinations. Most respondents are not happy with their experience about accommodation options. According to observation data, there is Blue Nile campsite in Blue Nile Falls. Home stay and various accommodation options are not common in the study areas.

Availability of distinctive local features in study area: attractions sites have distinctive local features through which they could be remembered.

Describing and presenting to tourists in an organized way makes a difference. Most respondents agreed with the availability of distinctive local features.

Availability of information centers in study area: Most tourists want to know each and everything in tourist destinations like banking facilities, telecommunication, health centres, government office hours, location of market places, currency exchange, bus stations etc. Hence, tourist information centres provide first-hand information for tourists. Most respondents agreed about the performance of information centres in the study areas.

Availability of Multilingual Guide Services in Study Area: tourists feel sense of belongingness and pride when a tour guide speaks their language. Most guides in the study area speak English and few others also speak French, Germany, and Spanish etc. Most respondents are neutral about the presence of multilingual guide services.

Availability of Signposts in Study Areas: guide panorama, navigation map, identification board, scenery presentation board, warning prompt board, etc. are important for visitors. Most respondents disagreed about the presence of signposts.

Hospitality of the Host Community: the community in general and service providing staff in particular have an important role over the satisfaction level of the customers. Hospitality is a part of a product that tourists will experience when they are looking for rural life, farming technique and meeting the community. Most respondents agreed about the good treatment of host communities.

Tourists Feeling about their Security: Significant violent criminal activity directed against foreign tourists is rare. In principle, if the community is interested in tourism development, ensuring tourist security becomes easy. The survey result indicated that majority of tourists report the absence of security problem which means most tourists felt safe in the study areas.

Health Service: tourists may face unexpected incidents during their visit. They expect immediate medical treatment at a nearby health center. Most respondents responded as the absence of neutral health service in the study areas. Health centres are found in the towns and cities in Ethiopia.

Communication: tourists shouldn't feel as they are away from home and their families'. They can communicate via postal service, telephone, internet using social medias. Most respondents agreed with the availability of the means of communications in the study areas.

6. 3. Rural Tourism Potentials of the Study Areas

Local Community respondents

Understanding the community potentials like community readiness, accessibility of the sites and their relative location with major tourist routes and the type of resources that the community is endowed with is and to create an option of product diversity the resources values and possible business opportunities, identification of the resources should be done in a proper way. In addition, the composition of rural tourism products should vary in order to satisfy different market segments and local conditions.

The following tables summarize the level of agreement of local residents about rural tourism development potentials of the study areas. Researcher's ' personal observations, opinions of interview respondents are also incorporated in the narrative part of analysis.

Local communities' response	Mean
I repeatedly irritated because of tourism in my community	1.95
I believe that tourism in my community causes environmental pollution	2.25
Tourism resources are overused by tourists	2.11
I think that tourism development in my community has taken more advantages	2.49
I could learn a lot from my interaction with tourists	3.43
I think that the existed tourism activity promotes the community to feel pride in their way of life and cultures among community members	3.82
I believe that my local area accommodates several tourists	3.61
Tourism brings the major revenue to my community	3.82
Small and micro enterprises can be engaged in tourism businesses	3.79
I believe that agricultural landscapes can be used as tourist attractions	3.57
Souvenirs can be sold to tourists	4.07
vegetables and fruits can sold be to tourists	3.43
honey can be sold to tourists	3.61

Many studies conducted in Ethiopia mentioned that Ethiopia has untapped tourism potentials and received less tourists than she can accommodate. As shown in the above, most respondents agreed as tourism resources are not overused by tourists in the study areas.

There are many different types of tourism products and services that can be delivered directly by small entrepreneurs such as small or micro businesses, informal sector operators, community cooperatives.

Tourism experts in the study areas also mentioned that the locals should be advised about business options in rural tourism. Most respondents agreed about the potentials to organize small and micro enterprises in rural areas. They mentioned that enterprises need money, resources and basic infrastructures. Currently, those resources are lacking in the study areas.

Tour operators mentioned that tourist needs are various and diversified. Some are very interested in nature, some others in cultural performances and history. From their experience, agricultural farm land and activities drawn tourist attentions. Tour operators also explained the possibility of tourists' participation in agricultural activities.

Most respondents agreed about the potential of agricultural landscapes as tourist attractions. Respondents believe that while tourists make trekking, they can have a look on the scenery and living culture of the area as well as agricultural landscapes. Tourism experts mentioned that tour operators shall incorporate agricultural landscapes in their tour package and allow tourists to participate in rural life.

Jewelry and other metal products, pottery/ceramic works, traditional garment and wool/Carpet, - weaving and spinning, embroidery and netting, carpet making, knitting and raw wool making. Basketry, bamboo work and vegetal fiber are production and souvenirs for tourists in Ethiopia. Tourism experts mentioned that local residents can bring varieties of souvenirs from other areas. They also described as local guides shall encourage tourists to buy souvenirs and give them enough time to do shopping.

Fruits and vegetables can also be supplied for juice makers, cafes and restaurants. Most respondents agreed about the supply of vegetables and fruits to tourists. Local residents can bring from neighbouring villages so as to match the demand of tourists. Based on field observation data, local communities in Blue Nile Falls plant vegetables and fruits including sugarcane.

Tourists love to taste original products from production sites. Local respondents agreed as honey can be delivered for tourists. Those, local residents can produce honey in advanced way in consultation with agriculture extension experts. Tourism experts in the study areas emphasised that tour operators shall describe the traditional performances of local communities in rural areas and prepare pack tours accordingly. Tour guides should also know the occasions for each specific performance like the major holidays, wedding seasons and harvesting times. Most respondents agreed that local residents can make the stay tourists more enjoyable and unforgettable through presenting local performances like dance, music, songs, work place songs and other peculiar activities for them. Tourist respondents also believed that tourist can elongate their length stay if they get diversified products. In addition, organizing traditional theatrical and music clubs is advisable to make accessible for tourists year-round.

Like its wildlife, many of Ethiopia's dishes are 'endemic', and take a bit of getting used to! **Injera**, Ethiopia's national dish has a sour and different taste to foreigner. **Tej**: one drink not to be missed is Tej, it is a delicious, and sometimes pretty powerful local wine made from honey. Of course, Tej is described as an Ethiopian alcoholic drink; the tourists must try while they are in the country. **Tella** is also common in Ethiopia, especially in the rural areas.

Based the information from culture and tourism offices in the study areas, tourists are staying overnight in major towns and they visit these sites as excursionist. Tourists plan to visit a single attraction in the destination being not informed about home stays and cultural experience of the countryside. Local residents can provide home stay service to tourists. Home stays give an opportunity to discuss nightlife in rural areas. Tourism experts also listed other accommodation options in rural areas like camp site business. This business can have

diverse income generating activities: tent camping site rental, tent equipment rental and camping service charges. Respondents agreed that local residents can rent horse/ mules for tourists to reach to destinations. Horse riding contest, accompanying festivals with horse ride, can be arranged as part of tourist activities.

Coffee: Ethiopia claims to be the original home of coffee, and this could very well be true. The famous coffee ceremony is a very important part of Ethiopian culture and etiquette. Besides the traditional 'Bunna', one can order Macchiato 'Bunna be wotet' both are the remnants of Italian presence in Ethiopia. In Ethiopia, hot drinks and fruit juices are used with lots of sugar which tourists won't be used since in their country, sugar is used separately. Most respondents agreed that local residents can supply traditional coffee to tourists. Tourists are aware of Ethiopian coffee ceremony and they want to get it from rural areas. It is not only the products taste but also the whole ceremony should be part of the tour package.

6. 4. Rural Tourism Development Components of the Study Areas

Based on the responses of local communities, interview results, foreign tourists and researcher's observation, rural tourism development in the study areas could encompass sightseeing, transportation, accommodation, food, and purchase and entertainment elements. The good performances of these elements help to develop successful rural tourism which involves many tourists, long stay, spend money and come back.

Sightseeing (attractions) are the main reasons for tourists to come to the destinations there is trekking to reach to the Blue Nile Falls. Thus, Trekking routes can be developed to nearby rural villages, places of local community gatherings, handicraft production areas, festival sites, agricultural farms, , bird watching areas, traditional accommodation, traditional food items, handicrafts, cultural performances, horseback riding, mountaineering, forest walk, scenery viewing and other destination specific areas.

Transportation is a necessary condition for integrating all the vital elements of tourism; the construction of transportation facilities promotes the rise of large scale of tourism flow; special transportation facilities also promote the flow of tourists to different tourist attractions. Tourists with in rural destinations can travel on foot, or use horse/mule or donkeys for their better experience

Accommodation: The community can provide separate homestead services of stay home accommodation services for incoming tourists. In addition, Tent camping site, renting tent equipment, camping service charges, self service charge for facilities can be applied. In addition, community lodges in rural housing which resemble traditional architectures of indigenous knowledge can be established.

Food and beverage shall be provided in the study areas like Injera, local breads, local drinks, fruits, sugarcane, honey, eggsmilk, grains and local cuisine. It will lead to the development of gastronomy tourism. It serves multi-functions in economy, culture, society, and personal wellness. In additions to service from the rural homes, food and beverages can be provided along the scenic spots. Tourists shall be communicated in advance about the choice of meal.

Always there is a time for tourist to do shopping. **Purchase (Consuming):** great potential in the tourism industry, great method to make more incomes and profits are great tool to increase the overall competitive power for the local tourism industry. Souvenir as well as other Agricultural & Industrial Products can be sold in rural areas. Small rural markets are important for tourists & local residents to buy those commodities required daily; such as various packed foods & beverages

Entertainment: Tourists want to enjoy their stay. Rural areas are ideal places for tourist's entertainment since they watch live performances, traditional sporting events, marriage and mourning ceremonies. Tourists can also involve in rural production activities play traditional musical instruments, participate in harvesting and farming.

6.5. Conclusions

The country side is an ideal place to run different tourism businesses through establishing small and micro enterprises in rural areas, creating linkage between service providers and creating job opportunities for the local communities. The presence of tourists' demand is a good opportunity to provide food and beverages, souvenir, agricultural and industrial product shopping, incorporating rural life, rural skills, rural productions and rural landscapes in tour packages. Home stays and camping in rural areas are could be good options in rural areas.

6.6. Limitation

The study failed to include domestic tourist respondents whose response might not be similar with foreign tourists.

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