Innovations

Sustainable Tourism Development Practices and Challenges: Evidence from Bahir Dar as a Destination

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Abstract: This article presents an analysis of the practices and challenges to sustainable tourism development in Bahir Dar as destination. Bahir Dar today is one of the best tourist attractions in Ethiopia, with its natural and cultural attractions. For this reason the study was carried out to identify the sustainable tourism development practices and challenges. It was found that the factors that have hinder as challenges to sustainable tourism development. The study involved personal observation, followed focus group discussion and key informant interview. Preservation and conservation of Tana biodiversity, conference activities, human resource development practice, construction of star rated hotels, and security were good activities for tourism sustainable, however poor local community participation, poor coordination of stakeholder, insufficient investment in sustainable tourism, absence of adequate tourist infrastructure, low awareness of sustainable elements, poor marketing and promotion strategy, and gender inequalities in tourism employment are challenging. Sustainable tourism development can be boosted and visible if a mechanism exists that guarantees the destination.
Keywords: **1.**Tourism 2.Sustainable development 3. Sustainable tourism development 4.Challenges 5. Bahir Dar

1. Introduction

Tourism is a powerful factor of the economy, an influential social institution, as well as a public welfare and culture of the society. According to the data of the United Nations World Tourism Organization (UNWTO, 2017) and the World Travel and Tourism Council (WTTC, 2017), currently tourism is the third largest economic sector in the world and on a global scale creates 10% of gross domestic product (GDP). It promotes the growth of people's living standards and their spiritual enrichment. To do this, supports for stakeholders' involvement praise the approach for its communication and collaboration abilities in planning well-accepted tourism strategies and for its ability to avoid conflict arising during implementation (Kadi et al., 2015). It brings those directly and indirectly involved in the tourism sector together (Wilson et al., 2001). Having the collaboration, therefore, increase the contribution of tourism to the country's economy, the rational use of natural resources and the high competitiveness of tourism destinations.

In a country with a rich tourism potential, a range of measures taken in acceleration of tourism reforms, strengthening of infrastructure and protection of environment can be seen as important steps towards the sustainable development of tourism. Accordingly, sustainability has become an important strategic issue for many industries regardless of their size and operation (Fiskel, J., 2006).The tourism industry not exceptional, which is recognized as the world's fastest-growing industry, but it, is also moving towards sustainable and responsible practices (Font, X. et al., 2006).

The role of the tourism industry in Ethiopia's socio-economic development has always been recognized in the country since the national development plan in 1965 in which the importance of the tourism industry in economic growth and development was highlighted. The ensuing period, however, could be described as the dark era for the tourism industry as captured in this excerpt drawn from the national tourism policy. During the 17 years that the Dreg was in power, tourism declined drastically because of the adverse conditions created by the war, recurrent drought, strained political and diplomatic relations (MoCT, 2009). All these factors contributed to negative image of the country as a tourist destination. Nonetheless, though the image of instability has been somewhat shed, that of a drought stricken destination. Despite these challenges, the country's tourism sector has experienced growth over the years seeing it increasingly become an important economic sector in the country.

Tourism in Ethiopia is not well recognized as one of the most economic sectors; despite the country has plentiful resources (MoCT, 2009). Today, the tourism policy of Ethiopia is described. One aspect is the vision of the Ethiopian Tourism Organization's vision of becoming one of the top five destinations in Africa, with over 5 million tourists (per annum) and generating US$ 7 Billion income (F.D.R.E. Ethiopian Tourism Organization, 2016). To achieve the vision

and benefit the country from this sector the government should work it greatly as one of priorities of developments yet tourism infrastructure is at its infancy; tourist products are poorly maintained; access to tourist products are difficult and can be inappropriately expensive; and there is a lack of marketing to attract tourists to the country, and a lack of marketing of tourist attractions once tourists are in the country (MoCT, 2018).

Amhara National Region State (ANRS) is a home to a number of tourism resources: three of Ethiopia's world heritage properties like the Rock Hewn Church of Lalibela, the Castle of Gondar and the Simien mountains National Park (ANRSCTPDB, 2017) are in this area. As part of the region, Bahir Dar is endowed with natural and cultural heritage attractions; Lake Tana monasteries, Blue Nile fall, Bezawit Palace, Amahara people monument are some to list among the top (ANRSCTPDB, 2017).

Tourism in Bahir Dar is one of the fastest growing economic sector due to the city is home to various attractions. Thus, it seems to be a promising business as tourists are increasing. But number of the oversea tourists decreased by 55% and domestic tourist shows an increase by 7% (ARSCTPDB, 2019).

Year	Oversea tourist	Domestic tourist	Tourism Receipts
2005/06	8,777	16,442	9,218,083
2006/07	10,083	23,561	9,864,774
2007/08	11,769	26,761	12,263,709
2008/09	12,613	28,542	57,167,918
2009/10	17,042	42,709	57,472,307
2010/11	17,901	30,885	72,237,846
2011/12	25,721	42,930	102,326,897
2012/13	45,731	88,899	274,348,698
2013/14	41,148	97663	223,305,512
2014/15	43,045	226,449	332,749,188
2015/16	45,959	278,228	429,774,914
2016/17	17,393	274,976	417,636,348
2017/18	27,203	322,305	378,398,838

Source: Arsctpdb, 2019,

The figure has reflected to the domestic as well as the foreign visitors. The sector experienced an upward trend, with the number of annual tourist visits steadily increasing from 25,219 to 349,508 at city level. However, it indicates that the increasing the tourists are most likely to be occurred due to the Lake Tana monasteries, Blue Nile fall, and Tana forum that other cities and

destinations do not have. There is lack of studies concerning challenges in promoting Bahir Dar as a destination. This study was proposed to find out what the actual sustainable tourism development practices and challenges are that affect tourism development in Bahir Dar as destination. Thus, outcome of the study may also have implications for the implementation of future policy for the stakeholders in the city. Moreover, the findings within this study may also be applicable to other destinations where sustainable tourism is a first agenda.

2. Literature review

Sustainable development is a strategy through it manages all assets, natural resources, and human resources, financial and physical assets, to preserve and conserve the environment (Repetto, 1986). According to Miltin (1992) reveals two components: the meaning of development and the conditions necessary for sustainability. (Bartelmus, 1986, WCED, 1987) revealed the main points of sustainable development as yardsticks. First, development reveals an effort and a process through it makes to improve and support current living standards of people. Second, development takes in to account an inter- and intra-generational balanced level of welfare and compromising the ability of future generations need.

The term sustainable development is widely known throughout on ever part of the world, each industry regardless of their field is encouraged to find a solution for sustainability. According to Font, X. and McCabe, S. (2017), sustainability, through a set of ethical values and principles, in which actions can be guided in a responsible and harmonious way, incorporating the environmental and societal consequences of actions, as well as economic goals. It is further regarded as meeting the needs of the present by better understood future (WSED, 1987). Sustainable tourism address the needs of visitors, the industry, and the environment and host communities by taking full account of its current and future economic, social and environmental impacts (UNWTO, 2018).

It is better understood that sustainability of tourism is important for its stable development. Due to sustainable tourism, the needs of visitors, the industry, the environment, and host communities addressed by taking consideration of the current and future economic, social and environmental of (UNWTO, 2015). It was also highlighted that sustainable tourism development is a means to meet the present tourists and host regions needs while protecting and improving the opportunity for the future (UNWTO, 2001).

The benefits gained through sustainable tourism is, according to the literature, a more transparent. It improves the visitor management, local economic and environmental gains and fuller community involvement (Bill Bramwell & Bernard Lane, 1993). It helps to understand the diverse range of (potentially conflicting) interests and issues. To achieve sustainable tourism development, all relevant stakeholders and strong political leadership participation are required

to ensure wide participation and consensus building because it is a continuous process, requires constant monitoring (Hens 1998; UNWTO, 2001). To have benefits, therefore, destinations should be realized through efficient use of human, financial and material resources (Mezei, 2009). It requires a coalition on mutual goals between organizations and interests working together for (Sheehan et al., 2007; UNWTO, 2007; Elbe et al., 2009). This can be made true through destination management system as it plays significant roles in the sustainable management of tourism destinations (Jamieson, 2006). The stake holders as NGOs, and local communities in tourism destinations (UNEP, 2003) and governments should have a common consensus enable to respond to sustainability issues (UNEP & UNWTO, 2005).

All the destinations are influenced by many factors and problems born from both private and public sector issues. This can be minimized the effects through formulating strategies to adapt the changes of the global economy and increase the competitiveness. Yasenok and Stenyushkina (2016) expressed strategic management is an effective organizational and economic mechanisms to increase revenues and hence become one of the main tools to ensure their sustainable development. Bahir Dar as destination is not exceptional since it is applied to all tourist destinations. It further stressed, investments in the tourism infrastructure itself as good road and transportation conditions, safe water accessibility, law and order control, provision of the trained and motivated workforce, other efficient facilities to make a destination a competitor. It is a means to ensure the economic and social lifespan from the created tourism products which are competitive and then contribute to income generation from tourism (Goranczewski & Puciato, 2010). It has to be formulated with sustainable development with the long-term success of tourism organization (Goranczewski & Puciato, 2010; Jurigová & Lencsésová, 2015; Mashokhida, et al., 2018).

3. Objective of the study

The main objective of this study was to examine the situation of tourism development in the city from the sustainability to aspect and analyze tourism development challenges in the city from the sustainability aspect to present a strategic approach that can contribute to the sustainability of tourism at touristic destinations.

4. Methodology
4.1. Description of the Study Area

This study is carried out in Bahir Dar city, situated in the northwest part of Ethiopia, in the Amhara regional state. Based on the 2007 Census conducted by the Central Statistical Agency of Ethiopia (CSA), the city has a total population of 221,991.
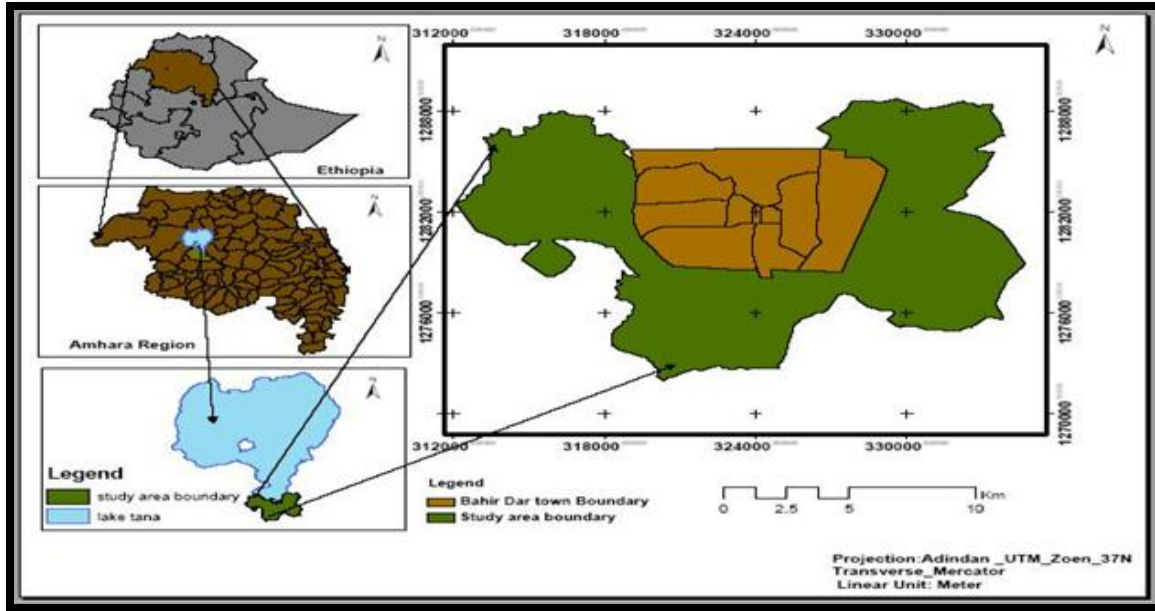
Figure: Map of Bahir Dar city, Source: Sewnet A. (2014)

4.2. Research Design and Methods

The research design used is purely a qualitative research as it requires meeting objectives set for sustainable tourism development practices and challenges. Thus, it does not require measuring individual responses on the basis of which numerical generalizations. They are rather concerned with towards discovering issues and understanding sustainable tourism development practices and challenges in Bahir Dar.

Data was collected through in-depth interview of key informants and participants in focus group discussion. Focus Group Discussions (FGDs) with composed of nine respondents and key informants composed of two. Both interviewees and FGD participants were chosen based on purposive sampling on the basis of proposed knowledge and experience they have to contribute towards data. Therefore, one city's culture and tourism officer, one ARSTCPB officer, one from Tour Guide association, one from hotel investors, one from community, and Hotel mangers professionals' representative of 1, 2, 3, and 4 star rated hotels were in focus group discussion. Accordingly, one city's culture and tourism representative and one city's health department representative also interviewed to extract in-depth information to adequately address research objectives.

5. Finding and Discussion

5.1 Sustainable Tourism Development Practices

Analysis of sustainable tourism development practices helps to understand sustainability attained throughout their path of developing tourism.

5.1.1 Conservation of Lake Tana Biodiversity

Lake Tana is the home of many ancient plants and bio diversities, but it is critically infested with water hyacinth and it's putting the aquatic biodiversity at extreme risk. Very lately, the government has started the preservation and conservation of Lake Tana heritage since the lake has faced widespread the hyacinth. According to the focus group discussants, the government is doing widespread activities to care for and use Lake Tana wisely. According to their opinion, the government did not respond to control the water hyacinth when it started to spread, hence they accuse the government lately response on the matter. They also pointed out to control entirely, collaborating with another the Regional Environmental Bureau named water hyacinth as the most dangerous weed affecting Lake Tana; use latest technique to fight water hyacinth until the free from water hyacinth.

Observations proved that there is an interesting practice noticeable at Lake Tana. This is true; before a year Lake Tana was covered by water hyacinth, currently those places are cleaned but it needs widespread activities clean the rest places. This is when all the stake holders are engaged to combat the water hyacinth, but it has to continue as program to leftover water hyacinth on Lake Tana then make a sense of ownership among the residents.

5.1.2 Establishment of City Tourism Council

According the focus group from city tourism, culture and sport department, the City tourism council has formed to facilitate the development of tourism at city level and dreaming the city to become hub driving in tourism. Hence, council within the study area have formal meeting once in a month to oversee the tourism development and tackle the problems faced the city's tourism. On the other hand, the council has been preparing new tour packages as annual Tanikua marathon on Lake Tana to extend the length of domestic and foreign visitors stay; and, the city tourism council settles the controversies surrounding the boat transportation and utilization the resources on Lake Tana. City tourism council in particular has been under closer scrutiny for their role in driving the sustainable development, and, it has to be coincided with the local government as local government responsibility for smoothing the sustainable tourism, due to the absence of strong industry leadership and due to top-down commands from state and federal governments(Lisa Ruhanen, 2013).

5.1.3 Conference Activities

The information collected from key interview informants and FGD participants reveal that Bahir Dar city has been coming to organize conferences and conventions which have been organizing by regional, national and international organizations, which make tourism move forward in the city along with other tour product. Consequently, since 2012 Bahir Dar has been serving as an important convention destination concerning African Security. The Tana High-Level Forum on Security in Africa is an annual meeting that brings together African leaders and stakeholders to engage and explore African-led security solutions. Meeting on security through reviews systems and processes, and crucially, collaboration and partnership among the states. This annual meeting, thus, opens the city to internationals secure environment to international tourists and to facilitate business growth, and gain foreign currency despite their length of stay is limited. As one of the lead revenue generators, though, focus has to be given to extend the length of participants in city and its environs to gain more income. And, it has to be fundamentally different from other tourism business as it demands specialty infrastructure, marketing and support services from the conventional business tourism product. Conference as part of MICE tourism has to receive a due attention. Maximization of the scale and scope of the benefits through MICE, thus, cooperative behavior among industry stakeholders, government support, infrastructure, training and service and marketing is a pivotal (Larry D. & Nina M., 1999). Besides, local economy grow up in the destination as result of conference tourism through creation of job opportunities and jobs creations, consequently, conference or meetings have made contribute to the building of tourism image of the countries (UNWTO, 2012).

5.1.4 Human Resource Development Practice

According to informants from the focus group discussion, the very nature of the sector, it is characterized by a wide diversity of work place; it needs the human capital which will fill the gap to have a smooth operation. In this regard, in the city there have been human resource development activities as training for tourism and hospitality business entities to make the sector an important socioeconomic activity in the city. They added that, human resource development is dominant to the sustainability-oriented tourism development initiative and it is recently manifested there has been a change in the demand and supply pattern of human resources for the travel industry as the existence of educational institutions. But on the other hand, they stressed that, the training is not in favor of the demand and the development of human resources in tourism is subject to a number of obstacles despite the sector is working with education institution as Bahir Dar University and Bahir Dar poly technic college.

5.1.5   Construction of Star Rated Hotels

Sustainable development of tourism is pushing the construction of star rated hotels. According to key interview informants from Amahra regional state of tourism bureau, the city has star rated hotels ranges from 2 to 4 stars which are currently providing the services; hotel projects under construction, and there is high rate of proposals to investment international hotels. This shows sustainable development of tourism in the city.

He added that the following:

> "Star rating systems is a means to classifying hotel based on their attributes (value, location, sleep quality, rooms, cleanliness, and service). The existing star rated hotels, however, has a very importance to city tourism development that has been shown on the statistics to increase tourists. He added that, it enhances the tourists to extend their length of the stay since they trust on hotel service quality along other diversified tour products. Besides, it enlightens hotel managers with various ways to accommodate hotel guests' needs as they provide the service as other star rated hotels offer worldwide." (Amahra regional state of tourism bureau, April 2020)

The increase in the tourist flow can generate big problems of sustainability, mainly in those regions where lack of tourist standard hotel exist. But the destinations as Bahir Dar city have boom constructing of star rated hotels have been benefiting where the city is act as the transit place to major tourist attraction in the northern tourist route of Ethiopia. Hotels are the determinant factors in travelers' overall satisfaction levels and their likelihood of returning to the same hotels (Tat Y. C. & Raymond C., 2001). For better customer satisfaction and loyalty, investment is an essential to improve service quality and the perceived value for guests, thus resulting in better relationships with each customer (Jones et al., 2007).

5.1.6   Security

Bahir Dar has a reputation for a good security system, which makes the city one of the safest cities in the country. As the focus group discussants revealed, there was no big criminal and security problems happened in the city. However, according to group discussants, some minor criminals as pick up money from pocket may happen in the city. They further stressed that, the security have to be expanding to cover the environment, health and economic threats. It is emphasized that tourism and supranational tourism organizations have little influence on peace and security agendas although such agendas are important for tourism (Michael H. et al, 2004). But it has to be continued as an agenda at the micro level since appropriate tourism development

may serve as a means to ward off potential security problems. Physical security of the tourists and the psychological security of the host communities is a central for sustainable tourism development (Felix Olorunfemi, 2008). Sustainable tourism development can be boosted and visible if a mechanism exists that guarantees the security system.

5.2 Challenges of Sustainable Tourism Development
5.2.1 Poor Participation of Local Communities

It is paramount that the participation of local community in which they reside over the course of the tourism development. Their involvement is revolving around tourism destination promotion, heritage management and tourism development process. But, as the focus group discussion showed, community participation was limited on the course of the tourism development, even if they are providing food and beverage service, guiding service, and supplying of various handicraft products to tourists but not as a required as a standard.

Local communities should be considered as primary stakeholders in that they participate and gain benefit from their participation; and it is underlined that beneficial partnerships are essential for tourism planning and that it is imperative to recognize stakeholders when managing tourism more sustainably (Dodds, R., 2007). Residents as community are a dominant for sustainable tourism development, hence community attachment and community involvement are considered as critical factors that affect sustainable tourism development. The host residents consider themselves as they are beneficiaries and support for sustainable tourism development (Tsung Hung Lee, 2013). The sustainable development of tourism requires the participation of the different actors specifically, citizen in planning and management stages (Tosun, 2006).

5.2.2   Poor Coordination of Stakeholder

According to informants from the focus group discussion, coordination of tourism stakeholders at Bahir Dar are not considered as front line active participant stakeholders on tourism strategy, rather the government consider majority of the stakeholders as recipients of sustainable tourism planning initiatives. They further stressed the problems as diverse range of interests on specific issues. Thus, poor coordination of local stakeholders resulted in untrusted among the diverse range of participants' and face exploitation of local resources, downing gentrification and influence the local quality of life negatively. Stakeholder involvement and coordination is typically forced by great diversity, embracing representatives of the tourism industry stakeholders. Coordination paved the way to local stakeholders to have an opportunity to discuss on issues that influence the quality of their lives, and they have to be empowered to do so (Wall & Mathieson, 2006); particularly local communities are stakeholders who can build a stronger destination image (Merrilees, Miller, & Herington, 2009).

5.2.3   Insufficient Investment

According to the experts Culture and Tourism Bureau of Amhara Regional State important issues related to investment are not address to make the city competitive. The tourism experts further expressed, activities affecting the investment in tourism for sustainable development. Lack of interest by financial institutions to lend capital to tourism investors is one of major challenges confronting sustainable development of tourism. On other side, they stressed that, Ethiopian investment policy well comes and the government initiates the investors to the sector. Additionally, they stressed the current tourism situation in the city is at the development stage, in the development process, require many resources and pave the way to attract huge investment. If the growth is not managed well, it creates social and environmental risks in the long-term.

It should, therefore, be emphasized on activates that play a pivotal role to move up the tourism development and promote the sustainable tourism activities (MoCT, 2009).

There is a need to examine tourism policy and its implementation, and look how this relates to the achievement of more sustainable tourism development since tourism policy is a means to tackle the barriers to achieving intended objectives. Hence, establishment and implementation of tourism policy leads to sustainability development of tourism industry (MoCT, 2009).

5.2.4   Absence of Adequate Tourist Infrastructure

Adequate tourist infrastructure is useful in enabling tourism to take place. According to focus group discussion, existing tourist infrastructure in Bahir Dar is not sufficiently developed to use the opportunities from tourism; despite tourism potential is acknowledged to be significant but underdeveloped. This result in the city does not provide the good attributes of tourist destination, which are the most important for the tourists' perception and to evaluate the destination in comparison with other visited destinations. Since infrastructure has been contributing positively to tourist arrival, there is, therefore, a need to invest more tourist infrastructure and the authorities should also be given due credit for constantly upgrading the infrastructure (Seetanah B. & et al., 2011). Excessive development of tourist infrastructure has not been stopped and it exceptionally attractive way of tourists to an area (Zoran Klarić, 2017).

5.2.5   Low Awareness of Sustainable Elements

According to focus group discussion, tourism development can be realized by having common consensus among stakeholders' goals and decision to what extent it should be done in line with sustainable principles. In this regard, they stressed, the awareness of the stakeholders would not

recognize goals as important then the awareness seem as low. Thus, the awareness of the practitioners and the stakeholders are not to the extent it is expected for sustainable development of tourism. Despite there is some progress in the tourism in the city, there are a number of problems that hinder the sustainable development of tourism. Basic cognizance of the economic importance of tourism as an industry and its positive impact as a potential source of foreign exchange and employment is important to address the issue of sustainability (Nabil Dabour, 2003).

5.2.6 Poor Marketing and Promotion Strategy

According to the focus group discussion, the current marketing and promotion for tourism sector is not working well to address the sustainability issues. They stated that bureau of culture and tourism should properly develop strategy for marketing and promotion in collaboration with concerned stakeholder and government authorities to bring sustain development of tourism.

Therefore, local marketing and promotion is proposed to address the sustainable development of tourism through strategic or long-term marketing and promotional projects. To have well-articulated strategy toward the sustainable tourism development, the government authorities should be in leading to connect and coordinate all the sectors. To make Bahir Dar city as one of the competitive tourism destinations, it is pivotal to identify marketing and promotional strategies which makes the city attractive in the eyes of tourists. It maximizes the length of tourist stay from the average 1.5 days- 2 days of tourists stay at the city (ARSCTPDB, 2018). This short length of stay at the city reflects on the low expenditure and reduced time spent by tourists. To increase the competitiveness of the city, destination development as well as marketing and promotion strategies have to be implemented (Silva R., et al, 2020). This is because of the fact that, the competitiveness of destinations is based on their ability to attract tourists and quality of infrastructures (Gomezelj & Mihalic (2008). Today, an intensive exchange of information between users and companies as internet is a critical factor in their competitiveness and sustains their business (Therkelsen, A., 2003).

5.2.7 Gender Inequalities in Tourism Employment

Tourism is becoming a very important sector for the city's economy, and it is responsible for the creation of many workplaces. According to focus group, discussion the nature of the employment generated by this industry is not even, and results in gender inequalities. Discussants argue that, low level positions are dominated by females while, men occupy most top-level positions. Generally, Focus group discussants argue that, tourism workers, particularly female workers of tourism industry are exposed to poorer conditions of employment, such as low-pay and long working hours. They also added that, men workers are in general subject to high level occupations of employment and relatively high paid.

Tourism is a critical location for the investigation of the continuous creation of gender inequalities and attempts to alter patterns of inequality to bring an even level of equality among its work forces. Due to the service nature of the industry, employment of tourism is characterized in high proportion of low-skill jobs mainly women employment. It is often that women are most involved in informal sector activities, particularly hawking (Scheufele & Shah, 2000).

6. Conclusion

The importance of tourism to economic growth, national development and poverty reduction in Bahir Dar city is not emphasized. The problems for the sector is enormous, a lot has to be done to address the sustainable development of tourism. One of the actions to bring sustainable development is to address the challenges of sustainable issue such as poor local community participation, poor coordination of stakeholder, insufficient investment in sustainable tourism, absence of adequate tourist infrastructure, low level of awareness of sustainable elements, poor marketing and promotion strategy, and gender inequalities in employment of the tourism industry. These are, therefore, the critical issue for sustainable development of tourism in Bahir Dar City. However, preservation and conservation of Tana biodiversity, establishment of city tourism council, conference activities, human resource development practice, construction of the star rated hotels, and security are some of identified progressive activities for sustainable development tourism in the city. The negative consequences that can be resulted from challenges for the sustainability of tourism development are numerous. To bring long term positive effect, therefore, individual activities and initiatives in the sector must be taken into account. In this context, special emphasis should be given to orient and create awareness concerning major problems primarily towards sustainable development of tourism on Lake Tana.

This paper, therefore, is intended to addresses the issue of sustainable tourism development; hence, two broad measures should be taken; the first approach is preventive, especially in respect to the challenges of tourism sustainability, and the other involves maintenance of good practices. Destinations should take a cue from similar measures, implement in other destinations which have faced challenges of sustainability tourism destination. The inspirational value of the ideal of a sustainable tourism development will continue to motivate researchers and practitioners to address these challenges and discover original solutions for tomorrow's tourism industry.

Limitations

Although this finding has many strong sides, it has some limitations. The work is imitated to focus on the sustainable tourism development practices and challenges in Bahir Dar as a destination, and still uncovering sustainable tourism development practices and challenges of other destinations' in Ethiopia. Moreover, despite all the efforts, the article did not work on them to the level sustainable tourism development practices and challenges since it was not possible to

do at this stage. This is, therefore, do not make enough effort to generalize sustainable tourism development practices and challenges for different destination since the data taken for the study is only from Bahir Dar that it does not seem to be possible to find sustainable tourism development practices and challenges.

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